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COFFEE & TEA INDUSTRIES

and The Flavor Field

75th YEAR

FEBRUARY, 1952

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From a PLAN

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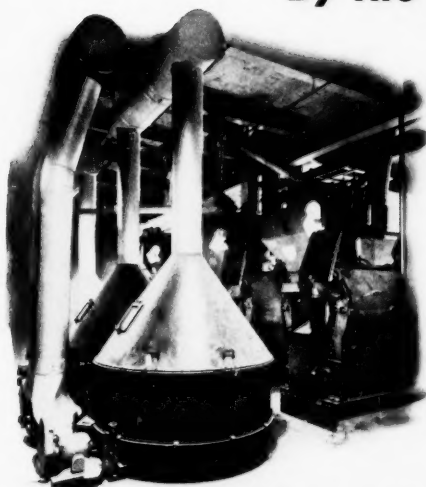
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From a PLAN to a PLANT

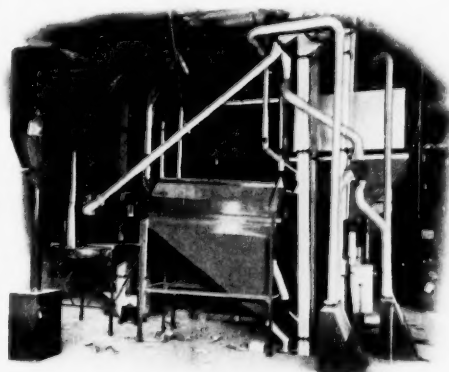
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Roasted Bean Coffee Bin
and True-Flow Bins.



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3

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*The vacuum packed story was
a powerful sales story then*



*The vacuum packed story is
a powerful sales story now!*

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In the early 1930's, coffee-roasters told American women the facts about vacuum packing.

Women changed their coffee-buying habits on a huge scale, because they found that vacuum packed coffee was truly *flavorful*, truly *fresh*.

Today, over 14½ million *new* housewives have come onto the scene. To many of these women, the vacuum packed story is *news*!

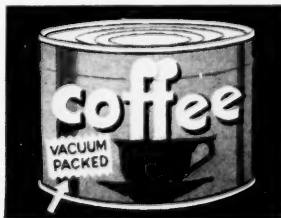
It's every bit as exciting, every bit as compelling as it was twenty years ago. No method has ever been developed that preserves coffee flavor any better.

Why not take advantage of the greatest news story you ever had? Tell women everywhere your coffee is getting the best protection money can buy!

In your advertising, tell today's women how *vacuum packing* protects coffee flavor!



Emphasize "vacuum packed" prominently on your label! Let people know you protect your coffee's flavor and freshness!



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**IMPORTERS, ROASTERS, RETAILERS
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By the

AMERICAN COFFEE CORPORATION

A background image of coffee beans, with a white rectangular box tilted over them containing the text 'HAITI COFFEE' and a small coffee plant icon.

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COFFEE**



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- Cultivation in High Altitudes
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Steepolator Coffee Bags (used like tea bags) are the original one-cup coffee bags containing only 100% pure ground coffee — no concentrates, no solubles. And Steepolator Bags contain a sufficient amount of coffee necessary for a rich, full bodied brew, i. e. 45 bags to the pound.

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The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—COLOMBIAN COFFEE MAP AND BOOKLET

Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised, pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

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Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rosotti Lithographing Co., Inc., North Bergen, N. J.

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Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

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Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

February 1952

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75th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Coffee drinking at "the place of work" increased 55 per cent between the winter of 1950 and the winter of 1951. This was revealed in a survey conducted early in 1951 by the Psychological Corp. for the Pan-American Coffee Bureau.

It had been common knowledge, of course, that the coffee break trend had been growing. But just how much was surprising—even to those in the coffee trade.

It was obvious that here was a custom fast becoming an "institution" in American business and industry.

Recognizing this, the Pan-American Coffee Bureau set out to get the basic facts about rest periods in industry. Such data not only would benefit the coffee trade but would also serve as a guide to industrial management in improving or extending the coffee break.

Through a survey made by Fact Finders Associates, Inc., and covering 1,160 companies—large, medium and small—in 45 states, information was sought on a variety of questions:

What is the effect of the coffee break on productivity, morale, safety and related subjects in which top management is vitally interested?

What problems has the coffee break raised? How have they been solved?

How widespread is the use of coffee during rest periods? How is it dispensed?

What beverages compete with coffee during such breaks?

The answers to these and other questions, as given by personnel and industrial relations executives in these typical U. S. companies, are contained in these highlights of the survey.

Almost immediately the survey indicated that the industrial coffee break has risen sharply in popularity since World War II.

Of the companies reporting, 79.7 per cent stated that their time-out periods for coffee and relaxation had been in effect only since 1941—the start of the war.

Of this group, 38.2 per cent said that they had **INAUGURATED THESE PERIODS EVEN MORE RECENTLY—SINCE THE END OF THE WAR.**

Also it is interesting to note that there is a trend to expand, rather than limit, coffee break activities in companies which already provide them.

An impressive number of respondents—34.4 per cent—reported they had made changes to **IMPROVE** time-out sessions since they were first installed.

The changes in the coffee breaks were made:

1. To increase their length.
2. To extend them to all employees.
3. To make them obligatory rather than optional.
4. To improve efficiency of service; to serve rolls as well as coffee.

Why coffee breaks?

When personnel and industrial relations men in these plants and offices were asked why they had inaugurated coffee breaks, they gave these reasons:

1. To increase efficiency.
2. To reduce fatigue, absenteeism and turnover.
3. To break routine.
4. To increase production.

Then they were asked to evaluate the real worth of established coffee breaks within their various companies. The survey disclosed that their time-out sessions have been raised to a new importance: *These management officials now regard coffee breaks as a production tool.*

Here is how they evaluate coffee breaks:

82 per cent note reduction in worker fatigue.

The coffee break

This article, based on a report on the latest of the series of research projects undertaken by the Pan-American Coffee Bureau, underlines one fact: Roasters now have fresh, powerful ammunition in driving to expand their in-plant market for coffee.

How roasters can put the report to profitable use is pointed up in these comments by PACB manager Charles G. Lindberg:

"This study should be particularly useful to the coffee trade as a promotion vehicle, since it affords authoritative answers to questions regarding a custom which is fast becoming an 'institution' in American business and industry.

"Reflecting the opinions and established practices of industrial management throughout the country, it shows clearly that the 'coffee break' has a distinct beneficial effect on employee productivity and morale. Further, it delves into the problems involved in serving coffee during rest periods and points out those practices which have proven most satisfactory from the standpoint of employee and employer."—Ed.

- 75 per cent note improved employee morale.
- 62 per cent note increased worker productivity.
- 32 per cent note reduced accident rate.
- 21 per cent note reduced employee turnover.
- 16 per cent note reduced scrap.
- 15 per cent note reduced waste.
- 12 per cent note reduced absenteeism.

It is interesting that rest periods were considered of sufficient employee interest and value that of the firms responding, 46 per cent mention it when recruiting new workers.

Employees want it

Another indication of the coffee break's importance to employees is seen in the 22 per cent of the reporting companies which say that the periods *are required specifically by union contracts.*

On the other hand, company recognition of the session's value is evidenced by the great majority—78 per cent—who have instituted these time-out sessions **OF THEIR OWN ACCORD.**

An outstanding example of the dollar value of the coffee break is provided by the Mutual Life Insurance Co.'s "Operation Coffee Klatsch" in its New York City offices.

Every morning, eight mobile carts provide "breakfast-at-your-desk" service, dispensing 50 gallons of coffee, plus pastry, to Mutual's 2,000 office workers.

Does it pay? Mutual's survey showed that 800 people used to leave the building daily for coffee. Multiply that 800 by the 15 minutes lost for each coffee interval and it is apparent that this management-controlled "second breakfast" saves 12,000 working minutes daily or \$130,000 a year in labor costs!

The industrial survey revealed that a majority of the companies—68 per cent—make coffee available on plant premises. In 32 per cent of the companies, employees bring it to work.

At those companies in which workers bring coffee to work, 60 per cent bring it from home, 40 per cent obtain it from stores or restaurants near the plants.

"Are these breaks available for employees: (a) In the

in industry



The Mutual Life Insurance Co.'s "Operation Coffee Klatsch" in action at its New York City offices. Mobile carts dispense coffee, pastry.

office? (b) In the factory?" This question was asked to determine what type of worker benefited from the coffee break. The answer shaped up like this:

In the office—Yes, 91 per cent; no, 9 per cent; for men only, 1 per cent; for women only, 41 per cent; for both, 88 per cent.

In the factory—Yes, 94 per cent; no, 6 per cent; for men only, 3 per cent; for women only, 5 per cent; for both, 92 per cent.

Thus, in the great majority of companies surveyed, coffee breaks are scheduled for most employees—men and women in both factory and office. Incidentally, the average length of the breaks, whether for morning or afternoon sessions, for either factory or office workers, ranged from 10 to 15 minutes.

Answers to the question, "Where or how is coffee served?" showed that the company cafeteria is most widely used. However, the combined use of portable and stationary canteens plus vending machines ranks even higher. Canteens and vending machines, it was pointed out, can be placed closer to the worker, closer to his desk or bench in the office or the factory.

Here's the breakdown on coffee serving methods: company cafeteria, 44 per cent; portable canteens, 27 per cent; vending machines, 19 per cent; stationary canteens, 13 per cent; others, 9 per cent.

Coffee easy first choice

Survey results indicated that most employees, factory and office alike, welcome beverages during their rest sessions. Plant personnel officials were asked "What beverages, in order of their popularity, are available during rest periods?"

Here is the response in order of first, second and third rank in popularity for each beverage:

Coffee—76 per cent, 10 per cent, 5 per cent; soft drinks—17 per cent, 57 per cent, 30 per cent; milk—6 per cent, 31 per cent, 63 per cent; juices—1 per cent, 1 per cent, 1 per cent; tea—0 per cent, 1 per cent, 1 per cent.

The survey sought also to bring to light any difficulties experienced in maintaining coffee breaks, and to find out from

employers in plants not providing them what they considered major obstacles.

The principal difficulties are:

1. Lack of serving and cleaning facilities.
2. Decentralized layout of buildings.
3. Abuse of privilege.

To obtain information and advice toward a solution of these difficulties, this question was asked: "What would you as a personnel man recommend to another company that is different from your rest period practice?"

Here are the answers:

1. Strict supervision.
2. Hold at specific times.
3. Specified duration.
4. Adequate space and serving facilities.

Some also suggested that breaks be staggered, some stated a preference for conveniently-located machines and portable canteens.

"Would you care to summarize your opinion as a personnel man as to the value of coffee breaks?"

The question brought such responses as the following:

From an automotive equipment manufacturer with 275 employees: "A real morale factor and probably directly makes for increased production. Of real dollar and cents value."

From a food processor with 175 employees: "We have a small operation, but we would not operate without allowance for a coffee break."

From an automotive tools manufacturer with 135 employees: "... Definite value in increased production and better quality of work."

"More productive"

From an optical equipment manufacturer with 1,500 employees: "A noticeable effect on workers, particularly in precision work."

From an automobile manufacturer with 1,570 employees: "Coffee breaks stimulate the employee both physically and mentally and make him more alert and productive."

From a metals processor with 1,700 employees: "... Increases efficiency and aids in all-round employee welfare, so is definitely beneficial."

From a glass products manufacturer with 160 employees: "A break helps them pace themselves and production definitely goes up immediately after."

From a furniture manufacturer with 375 employees: "... A very favorable custom, and in such delicate work as ours it has proved highly profitable."

WANT COPIES OF THIS PROMOTIONAL TOOL TO SELL COFFEE BREAK TO PROSPECTS?

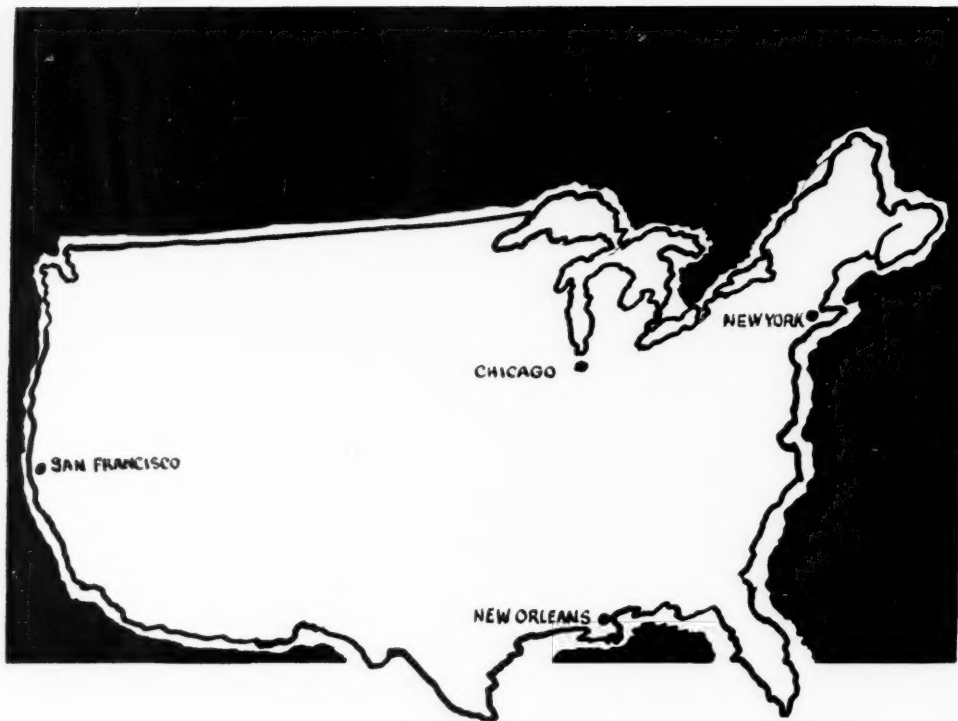
The Pan-American Coffee Bureau's report on "The Coffee Break in Industry," in attractive, illustrated booklet form, can be a useful tool in promoting this coffee market in your area.

If you'd like copies for distribution to business and industrial firms, drop a line to the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

Plant managers, industrial relations executives and other top men responsible for productivity, morale and safety are prime targets for the booklet.

In the booklet, the figures and proportions are given in easy-to-understand graphic form.

The value of this report to the coffee trade as a promotional tool lies in the fact that it makes available authoritative answers to questions regarding the coffee break.



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— COFFEE BROKERS and AGENTS —

How to develop a sound merchandising program

By **NORMAN H. GROSS**, *President
Cup Brew Coffee Bag Co.*

With this article, Coffee & Tea Industries, formerly The Spice Mill, introduces a significant new department, "The management forum."

From an extensive experience in industrial engineering, market research and allied activities, author Norman H. Gross will, in a series of separate articles, relate modern business techniques to management problems of the coffee roaster.

This article, first of the series, points up the type of information a roaster needs to develop sound merchandising programs—and suggests methods and procedures to get that information.

Future articles will cover techniques the roaster can use to widen his market coverage, improve his brand position, do product improvement and testing, make his packaging more effective, develop sound advertising and promotion policies, work out positive sales policies, and train and supervise sales personnel.

A forum is, of course, a two-way street; it implies questions and comments. We hope this forum will have them. We invite you, therefore, to forward your queries to us. They can be questions about ideas in the articles, or on

specific problems of merchandising, cost control, production planning, etc.

Mr. Gross has consented to handle such questions in either of two ways. Queries of general interest will be answered in this forum, the others by direct letter to the inquirer.

Now president of the Cup Brew Coffee Bag Co., Denver, Mr. Gross has held top executive positions in a number of fields, including textile and aircraft, and he also served with the government for a short time. He is a certified public accountant, was in private practice for many years, is a member of the American Institute of Accountants, the American Management Association, the National Association of Cost Accountants, the American Institute for Management and the Colorado Society of Certified Public Accountants, and is now completing a term as president of the Colorado State Board of Accountancy.

Writing on management problems is not a new activity for him. He has published technical articles on sales and pricing policies and on budgeting.

Now—read his suggestions below on how to develop a sound merchandising program. And send along your questions and comments.—Ed.

While it is fine to want greater sales, in order to accomplish the objective a sound program is essential. Sales in themselves will not necessarily produce profits, nor will they of necessity produce a healthy long range business condition. Sales achieved in a market which can be profitably served on a sound basis, with planning for continued development, should be the objective.

Before attempting to determine the type of program best suited to an individual company's needs, it is necessary to make a thorough investigation of the company's current position. This type of investigation should cover all phases, including sales coverage, market position, product, comparative production costs, packaging media and sales and advertising policies.

This investigation should be separately charted for primary and secondary market areas. Then, the company's problems can be studied logically and improvement of its

position in primary market areas can be considered separately from the problem of market extension to secondary areas.

In analyzing market coverage for your product—which should be done separately for each product in the line—the analysis should be by sales classification that is, by jobbers, wholesalers, direct salesmen and type of market or store.

Sales promotion problems where the product is distributed through wholesalers, jobbers or cooperative groups, are considerably different from those existing where your own salesmen are making direct contact with the retailer and are following up on such items as display and store promotion. With the classifying indicated, comparison can be drawn between results from direct sales and those from indirect or middleman sales.

Market coverage can further be broken down into classifications by type of store: (1) National chains, (2) large local chains, (3) independent supermarkets, (4) medium sized stores, (5) small, or "mom and pop," groceries.

While considerable work is involved in computing the total number of outlets in each category and the percentage of the stores in each category which carry your product once the information is available to you it can serve you well.

An overall chart prepared in the manner outlined, or in some variation of it can be further broken down by show-



Norman H. Gross

C. A. MACKEY & CO.

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ESTABLISHED 1914

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FOR UNIFORM QUALITY AND SATISFIED CUSTOMERS**

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Dirección Cablegráfica: FEDECAME

San Salvador, El Salvador C. A.

ing the percentage of coverage achieved by direct and indirect sales in each category.

The market position of your product can best be analyzed by breaking down your sales by area, as well as by the type of store. Taking available estimates of total coffee sales in the primary market area and using results of surveys conducted by newspapers, advertising groups and others on the percentage of the total grocery volume done by (a) individual national chains, and (b) local chains, you can estimate their approximate total coffee volume.

Your own salesmen can also get from the stores the relative sales volume, market by market, done by your own product and by your competition. There will usually be no difficulty in obtaining from independent stores the approximate volume done by each brand. If the information from the independent stores is compiled initially from salesmen's reports, it will form a logical area pattern equivalent to the salesmen's individual territory. While initial information from the chain groups may be a composite picture, this information can be further analyzed by direct contact with store managers.

A study made along these lines will serve at the very least to portray graphically strength and weakness by classification of retail markets, as well as by neighborhood areas.

Sales through jobbers, wholesalers

Similarly, studies of sales through jobbers, wholesalers and cooperative groups, while entailing slightly more work because of the lack of direct contact, will, when compared with sales studies on direct contact sales, show up strength or weakness in either program. It may, for example, show a need for supplementary effort through detailing of your men to contact stores served by jobbers.

Strong and weak sales areas should be carefully studied by management to determine causes for relative market positions so that appropriate action may be determined. In many cases, the study will merely show the relative value of individual salesmen. For this, total sales figures you may already have are not necessarily a good guide, since the best measurement of an individual salesman is how well he does with the territory he serves rather than his slice of the total dollar volume produced. This particularized information is what will be gained from the studies recommended.

It may also be that sales or promotional efforts have been disproportionately expended in certain areas and the entire sales program must therefore be reviewed in this connection. Some interesting results will usually develop from an exam-

LONDON TRADE TO MARK 1952 COFFEE HOUSE TRICENTENARY

An important year in the annals of the City of London, especially for the coffee trade, 1952 brings the 300th anniversary of the first London coffee house.

The Lord Mayor of London, Sir Leslie Boyce, will unveil a plaque to commemorate the first London coffee house, the Pasqua's Head, opened in St. Michael's Alley, Cornhill, in 1652.

The plaque will be presented by the London Coffee Buyers' Association in the interests of the coffee trade and coffee-growing territories overseas.

Other functions associated with the history of coffee will also be organized by the association during tricentenary year.

HAVE YOU MANAGEMENT QUESTIONS YOU WOULD LIKE ANSWERED?

Have you questions concerning market coverage, promotion, merchandising, sales policies, cost control, etc., on which you would like objective answers based on a wide knowledge of modern business techniques?

Norman H. Gross, author of the articles starting in this issue in "The management forum," has consented to handle such questions.

Queries of wide interest will be answered in "The management forum" in future issues. Other queries will be given a direct reply by mail.

You can address your questions to "The management forum," Coffee & Tea Industries, 106 Water Street, New York 5, N. Y.

If you prefer that your name be withheld if your question is published, indicate that and your wishes will of course, be respected.

ination of the income groupings and others categories which support, or fail to support, your product.

In connection with the overall study of the results achieved by your product and its merchandising, it should be unnecessary to state that a testing of the relative consumer acceptance of the product itself—are you giving the consumer what he wants?—should be scientifically done on a limited scale. It should be relatively easy to arrange blind tests of your product and that of its competition by comparatively small groups of consumers picked at random. The results of tests of this nature, while extremely difficult to classify, would certainly give an indication of the type of flavor the consumers desire and the things they like or dislike about your product.

It must be acknowledged that no technical blend or roasting help will be achieved from a test of this nature, since the consumer is apt to come up with terms such as strong, weak, mild, flavorful, bitter, etc. The overall result, however, should be adequate to demonstrate whether or not you are giving the consumer that which he really wants in your product. All too many of us are prone to manufacture what we like, rather than what appeals to the people for whom the product is intended.

Outer package, too

In assembling basic information on which management decisions and policies can be based, it is necessary to evaluate the outer package in which the product is sold.

As merchandising developed over the last 50 years, we long ago passed the point where the package was merely a means for the consumer to carry the product home. In the "cracker barrel" days the consumer bought products like coffee as a basic raw material for the home without thought of manufacturer's trade names. With the advent of brand name advertising, packaging began to assume importance, since only with distinctive packaging could the follow-through of advertising be effective.

While the original impetus behind the development of modern packaging came from the need to identify the product on the grocer's shelf with the advertising, we have now progressed to an extent where packaging serves, in itself, as a significant sales media. This is true to such an extent that even vegetables and other commodities not subject to any particular manufacturing process are being offered to the

(Continued on page 61)

Roasters see one-cup drip coffee maker as a "natural" for premiums

An attractive single cup drip coffee maker, imported from Belgium, is being picked up by coffee roasters as a "natural" premium item to promote their brands. The coffee maker can be offered by the roaster at \$1.00 as a self-liquidator.

Distributed in this country by the Alexander van Veen Co., Jamaica, N. Y., the coffee maker—called the Avco—is available in several models. For premium use at the price indicated, two models are suggested by the distributor, the Full View, which comes with a glass cup, and the Fil All, which has an adaptor ring allowing it to be used on any regular coffee cup.

Both these models are made of anodized aluminum in a stainless red copper color.

The distributor recommends a single standard National Coffee Association measure of ground coffee per cup.

When the coffee has been brewed, the cover of the coffee maker can be used as a saucer for the drip section of the unit. The cover also has a spoon holder.

The Alexander van Veen Co. suggests that the coffee maker offers a practical brewing method to the person who lives alone, to the housewife who wants to make a mid-morning or mid-afternoon cup, and to others who prefer to brew only one cup.

Arrangements can be made to imprint the coffee roaster's brand and slogan on the coffee maker, where it is desired, the company explained.

In addition to the two low-priced units, the one-cup coffee maker is also available in more expensive models.

One of the single cup drip coffee makers imported from Belgium. This unit is chromium-plated. A less expensive coffee-maker, in copper-colored anodized aluminum, can be offered by the roaster as a one dollar self-liquidating premium.



Illustrated is a chromium-plated unit. Others are made in satin finish silver plated metal and in stainless steel.

The coffee makers are delivered in individual corrugated boxes.

OPS allows roasters who sell coffee retail to set prices under C.P.R. 22

Chain stores which sell their own brands may now price their coffee as manufacturers under C.P.R. 22. Before, chains were governed on these prices by the original price freeze order.

The change came with the issuance by the Office of Price Stabilization of Amendment 40 to C.P.R. 22.



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Coffee trends in Africa

Part 2

This article is from the annual review of African coffees by Edm. Schluter & Co., Ltd., London. These reviews are easily among the most discerning and comprehensive summaries on coffee in Africa to come from any source.—Ed.

Crop estimates show Uganda production divided approximately as follows: In 1950-51, Bugishu Arabicas, 3,200 tons, other Arabicas, 750; native and Bwamba Robustas, 35,250; non-native Robustas, 3,000 (1,708 to the M.O.F.); total 42,200. In 1951-52, Bugishu Arabicas, 2,400 tons; other Arabicas, 700; native and Bwamba Robustas, 37,500; non-native Robustas, 2,500; total, 43,100.

In Uganda there are some 20,000 acres under production owned by non-natives and 167,000 acres (including 15,000 Bugishu Coffee Scheme) under native coffee. The acreage under native cultivation is increasing at the rate of about 15 per cent per annum and 1,500,000 seedlings were sold to Africans in the Bugishu district last year. The standard of quality of Bugishu coffee remains very high.

Following the riots in 1949, which were occasioned partly by dissatisfaction with the Cotton and Coffee Fund, there have been no further political troubles, though the Africans have occasionally withheld their coffee from the market in anticipation of higher prices. They seem to have a keen sense of opportunity in Uganda. Labor difficulties seem less acute here than in other parts of Africa, with regular immigrants from Ruanda Urundi to some of the main Robusta growing districts playing a leading part in harvesting the crop during the season.

The balance of consumer outlets remains similar to previous years, except that—as with Angola—France is taking in increasing proportion of the Robusta crop.

Current production in Tanganyika is reflected in the following figures: In 1950-51 and 1951-52, in that order, Bukoba Coop. Union and 49 affiliated societies, 8,250 tons, 8,500 tons; Northern Province, K.N.C.U. and Estates, 6,600, 7,000; Southern Province, other Estates and Coops, Morogore and sundry others, 1,000, 1,000; totals, 15,850; 16,500.

In Bukoba district, the production of Robustas is expected to increase and of Arabicas to decrease.

Coffee was in the news recently when members of the United Nations Trusteeship Council visited Bukoba and met members of the African Council, chiefs and others. Criticism

was voiced of the Coffee Board for withholding the surplus of the Producers' Account fund, although responsible opinion in Bukoba inclines to the view that inability to use the sudden accretion of wealth (the value of coffee alone has quadrupled since 1947) accounted for much of the discontent.

The Kilimanjaro Native Cooperative Union now has over 32,000 members, who with their families comprise about one half of the Chagga tribe—one of the most skilled and literate in Africa. In addition to highly organized coffee growing instruction and pest control amongst the growers, the K.N.C.U. boasts a coffee school, general trading company, printing press and a £100,000 community center containing a large theater, meeting hall, restaurant and sleeping accommodations. This venture affords one of the most striking examples in Africa of how a colonizing power can in 30 years build a small tribe into a strong, economically self-supporting community upon the foundation of good management, good husbandry and goodwill.

More acreage

Meanwhile, under the stimulus and example of the K.N.C.U., a number of smaller African Cooperatives are forging ahead at varying rates of progress, under European direction. The preparation and marketing of these small productions, when so organized, bears eloquent testimony to progress in Africa under European supervision, in contradistinction to areas where that supervision is lacking. Acreage under coffee is increasing everywhere in the territory.

In Northern Province the past Arabica crop was fair for quantity and quality, and the coming one—having shared the heavy rains which Kenya enjoyed—is expected to be of better quality than usual. European planters in the Northern Province have been experiencing an acute labor shortage.

In 1950, Belgian Congo Arabica exports were ten per cent below the 1949 figures, whereas the Robusta figure is ten per cent higher. Ruanda Urundi exports are two per cent higher. The areas under coffee in the two territories also reflected a slight upward trend in Ruanda-Urundi and the opposite in the Congo, where an annual increase in production of around 15,000 bags is anticipated, as new plantations, principally of Robustas, come into bearing. The quality of the crops was well maintained generally.

We are interested to note the appearance of Arabicas from new areas to the north of the Kivu district which give promise of fine quality, in the attainment of which the new mills under construction at Goma should be of great assist-

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ance. So far this production is only on a very small scale.

In Angola, exports from the past crop turned out to be smaller than expected. The principal consumers were once again the U.S.A., Holland and Portugal. A crop of 770,000 bags (60Kgs.) is hoped for this season, which would be about average and is much lower than anticipated earlier. This year exports to France may exceed even the 12,000 tons per annum usually sold to U.S.A. Like other territories, Angola enjoyed copious rains earlier this year.

Junta in Angola

Nowhere in Africa does one come across higher hopes and plans for increased production than in Angola, under the active direction of the Junta, which operates three experimental stations and which gives every encouragement and assistance to planters. New African production is in hand, under European management, though European estates continue to contribute 75 per cent to 80 per cent of the total production. The chief factors likely to delay the advent of bigger crops are those common to most other territories—soil erosion, pests, diseases and lack of labor.

Estimated exportable production of French Africa for the 1950-51 crop is as follows: French West Africa, 975,000 bags; Madagascar, 460,000; Cameroons, 125,000; French Equatorial Africa, 80,000; Togoland, 20,000; total, 1,660,000.

The quality of the French West African crops, 80 per cent of which come from the Ivory Coast, was disappointing, chiefly owing to disease; 75 per cent of production is said to be in the hands of Africans. No early increase in this crop is anticipated, nor in the other French territories, although with the higher prices it has been possible to reduce absenteeism amongst the migrant labor, which has been a handicap to production hitherto. On January 1st this year,

minimum wages for unskilled labor were increased by some 10 per cent to about 3/- per day.

The Cameroons production is largely European plantation, with a fair proportion of Arabicas, and the quality is subject to supervision at time of export. With the exception of this territory, virtually no planter in French Africa exports his own coffee and we have heard of no producers' cooperative societies.

The 1950 exports from Madagascar were abnormally high since, in addition to a 1948-49 crop carryover, the whole of the 1949-50 and half the 1950-51 crop were shipped during this year. An effort is being made to enter the U.S. market. The past crop is considered to be about average in size and subject to normal weather conditions, this production is unlikely to vary very much for the next few years.

Ethiopia is the territory from which it is most difficult to obtain an accurate statistical picture. Records are based on the Ethiopian calendar, which is different from ours, and it must necessarily be difficult for the authorities to assess the real quantities of coffee which leave the country over the borders of Eritrea, the Sudan and Somalia.

Marketing factors

The 1950-51 crop is estimated at 27,500 tons, which is some 6,000 tons higher than the previous one. The natives—as elsewhere—retarded delivering to local markets in anticipation of a rise in prices. The export of coffee to the sterling area has been limited by licenses and neighboring territories have been supplied according to their imports in previous years. The object of this was to secure hard currency by selling to U.S.A. as much as possible. With these controls on the one hand and latitude for foreign exchange

(Continued on page 37)

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Government tug-of-war on coffee prices makes NCA vital to trade here, Aborn tells Chicago meet

Today there is a tremendous battle in progress between the United States government and the governments of some of the producing countries over the price of coffee, Edward Aborn, president of the National Coffee Association, told a dinner gathering of the Chicago coffee trade last month.

The dinner was tendered by the Chicago Coffee Association to the board of directors of the National Coffee Association, which held its first meeting of the new year in that city.

Mr. Aborn's talk was his first formal speech since his election at the Coronado, Calif., convention of the association.

At the dinner, Charles G. Lindsay, manager of the Pan-American Coffee Bureau, presented a preview of PACB's promotion campaign for 1952.

"The producers are apparently determined on forcing prices up, and the United States is committed to holding them within present limits, Mr. Aborn declared. "In some respects, the trade isn't too concerned in this matter since theoretically we simply try to collect a profit for the services we render whether coffee is high or low. Actually, however, the pull and haul between these great governmental forces can easily create a situation which could be fatal to our business prospects".

Washington rumor

Mr. Aborn emphasized that if any influence is brought to bear to keep things right for the coffee industry, it must be exercised through the association speaking for the trade as a whole. He said that neither individually nor as a collection of unaffiliated local groups could the industry make its voice heard, much less exercise any practical direction over the course of events.

Mr. Aborn cited the recent Washington rumor that the government might set up a central buying agency with the ostensible purpose of holding down green coffee prices. There was little danger of this being done unless the situation changes radically, he declared, and reminded the gathering that just such an agency had been set up, for subsidy purposes, during the war.

"Before the association got the situation under control," he recalled, "the Board of Economic Warfare was already recruiting buyers and had actually sent two such officials to Brazil."

The vast majority of companies in the industry now have ample allocations of metal for vacuum pack cans, Mr. Aborn added.

"This is true because of one simple fact," he said. "The association secured for coffee a preferred position in the overall picture against the opposition of very powerful interests. Without the association's active intervention the industry would have been forced into a dog-fight with the beer industry, among others, for its share of an overall allocation. Such fights are expensive and the chances of losing are better than even. Because we had an association and adequate representation, we have been able to operate with a remarkable and profitable degree of freedom".

Cain reelected head of Oklahoma City civic group

William Morgan Cain, well known civic leader and head of Cain's Coffee Co., has been reelected president of the Oklahoma City Chamber of Commerce.

FEBRUARY, 1952

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Crops and countries

coffee news from producing areas

Raps red tape facing Brazil's coffee exporters

Coffee exports from Brazil which, in 1940, could be effected the same day that the order was received, cannot be done today in less than six days.

This charge was leveled in the House of Deputies in Brazil by Jorge Jabour, who deplored the vast expansion in government red tape over the past decade.

"What does the coffee exporter, who in 1940 had two agencies to deal with, have to do today?" Mr. Jabour asked. "Let us see what happens today after he receives an order. He must:

"1. Register the sale in the Division of Coffee (DEC) of the Ministry of Finance on Avenida Rodrigues Alves.

"2. Sell exchange to the Bank of Brazil, located on Rua Primeiro de Marco.

"3. Apply for a shipment guide at the Bank Control Agency on Rua do Rosario.

"4. Communicate with the state agencies—that for Sao Paulo in Praça Maua; that for Minas Gerais on Rua Visconde de Inhauma; that for Espirito Santo on Rua da Quitanda.

"5. Obtain a license from the export-import department (CEXIM) of the Bank of Brazil, located on Avenida Rio Branco. This license might be supplied to him in a period varying between three and 30 days.

"6. Return to the DEC in order to obtain the permit (guia) for shipment if the sale had already been registered.

"7. Deliver a sample of the coffee to be exported for classification at the Board of Brokers on Rua da Quitanda.

"8. Request the Division for Sanitary Defense of the Ministry of Agriculture on Avenida Barao de Tefe to examine the coffee to be exported.

"9. Obtain the cost of this examination from the custom house located on Avenida Rodrigues Alves.

"10. Return to the Division for Sanitary Defense in order to effect payment.

And next step

"11. Request the Service for Rural Economy of the Ministry of Agriculture to inspect shipment of the coffee, paying the respective tax in warehouse 8 and 9 of the wharf.

"12. Effect in the office of the Port Administration at Rio de Janeiro, located in another place on Avenida Rodrigues Alves, payment of the inspection taxes.

"13. Return to the custom house in order to deliver all documents in order that they may be examined, visaed and confirmed.

"14. Return to the wharf in order to deliver the documents to the inspectors of the DEC who often are in places quite distant from the point of shipment.

"15. And finally ship the merchandise.

"No one will deny that this represents a real *visacruis*, a torment."



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Value of Brazil's 1951 coffee exports

Prospects are that Brazil's 1951 exports will reach a value of more than 30 billion cruzeiros, as compared to a little under 25 billion in 1950, according to a report forwarded by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Coffee, however, will account for only 57 per cent of the total in 1951 as against 65 per cent in 1950.

This shows the strides Brazil is making to attain a more diversified economy, although it does not show a lessening in the value of coffee exports which were 11,044 million cruzeiros for the first nine months of 1950, as compared to 13,486 million for the same period of 1951.

Port of New York Authority opens Rio office

The opening of a Latin American trade promotion office in Rio de Janeiro, has been announced by the Port of New York Authority.

In charge of the office is Robert L. Mills.

Parana coffee output up 20 times in 20 years

An astounding story of the coffee boom in the new farming country in the state of Paraná is told by figures on coffee grown there the past season, reports the Brazilian Government Trade Bureau.

These figures list a jump of nearly 20 times in the past 15 years, during the same time that coffee growing in São Paulo, the world's main coffee center, actually declined by some 30 per cent.

Coffee grown in Paraná during the 1950-51 season amounted to 4,100,000 60-kilo bags, nearly double 1949-50, and upwards of 1,500 per cent over the 1934-35 level.

Meanwhile, São Paulo's coffee crop dropped from its 1929-30 highpoint of 19,490,000 bags to 12,365,000 in 1934-35 and only 8,018,000 in 1950-51.

Growth of Paraná's coffee crops since the 1944-45 season is shown in the following table, in 60-kilo bags:

1944-45	579,000
1948-49	1,885,000
1949-50	2,318,000
1950-51	4,100,000

Coffee market active in Colombia

In Colombia, the year 1951 closed with heavy movements of coffee from the interior to the ports, according to an authoritative source. The local market continued very active during the first days of January. All coffee mills were working at capacity, while the quality of the crop continued good.

Dealers estimated that between 60 and 70 per cent of the crop had been harvested and sold. They expected the end of the harvesting about the latter part of February.

The railway and road to Buenaventura were in good condition. There were no recent rains and the Magdalena river was getting low. There were no interruptions, coffee shippers preferred to ship through Buenaventura because of the low river level.

See Costa Rica's 1951-52 yield up 15 per cent

The 1950-51 coffee crop in Costa Rica reached 335,332 bags of 60 kilograms, as against the 1949-50 crop of 386,449 bags. The smaller harvest was attributed to lack of rainfall.

In the 1951-52 season, some sprinkling systems and much fertilizer should increase the yield by 15 to 20%.

FEBRUARY, 1952

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Breakfast Club Coffee buys Allison Coffee plant in Los Angeles, S. J. Wines in San Diego

Breakfast Club Coffee, Inc., Los Angeles, has purchased the modern plant of the Allison Coffee Co. in that city, it has been announced by Andrew S. Moseley, president of Breakfast Club.

Effective February 1st, the Breakfast Club deal includes all machinery, coffee making equipment, merchandise, trucks and routes in connection with the wholesale end of the Allison business, covering the restaurant and institutional trade.

Allison house-to-house trade has been taken over by a large Eastern home service organization.

The combined deal probably represents one of the largest transactions of its kind in Southern California.

Breakfast Club recently sustained serious damage to its Santa Fe Avenue plant as the result of an early Monday morning fire. With the assistance of friends in the trade, Breakfast Club was in production again in a remarkably short time. Purchase of the up-to-date Allison plant



Andrew S. Moseley

represents a basic solution to the production problem created by the fire, as well as an aspect of Breakfast Club expansion.

Mr. and Mrs. C. W. Allison, previous owners of the Allison Coffee Co., are widely known in the coffee industry. They operated the business for about 30 years, with Mrs. Allison taking an active part in the successful conduct of the company.

Their plans call for retirement in the near future, it was indicated.

Breakfast Club Coffee, Inc., has also purchased the S. J. Wines Co., in San Diego, Mr. Moseley announced. This company was part of the Major Coffee Co., whose Los Angeles branch was taken over last year by Breakfast Club.

Mr. Moseley said the S. J. Wines Co. would be operated the same way in the future as in the past, with the same personnel and in the same locality.

Homes service association announces dates, place for 1952 convention

Dates and place of the 1952 convention of the National Retail Tea and Coffee Merchants Association have been announced by the organization.

It will be held June 8th-12th at the Edgewater Beach Hotel, Chicago, Ill.

Coffee trade mark assigned to Bremond

The Secretary of State, Austin, Texas, has assigned the trade mark, "Bremonds Early Breakfast Coffee," to the John Bremond Co., Austin, it has been reported.

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Out of the Grinder

Many a time we've been told about instances of dollars saved, sometimes lots of dollars, because of information appearing in these pages. We like to hear about such instances; they signify we're fulfilling our function.

Less profitable, in immediate terms, but rewarding nonetheless has been the use of these pages made by students. Scholars have pored through our issues—although rarely through all, or even most, of the volumes representing our 75 years of uninterrupted publication—to prepare theses for doctorates and other papers.

Last month a roaster's son told us of a more recent instance. A college student, he took as the assignment for one of his courses the preparation of a term paper on the impact of the Korean situation on coffee. His source material was Coffee & Tea Industries, formerly The Spice Mill.

The term paper, to his delight—and ours, was given an "A."

One of the lesser aspects of the *Flying Enterprise* epic has been something of a tightening in the market for "outside" coffees.

When the ship finally went down, after Captain Kurt Carlson reluctantly abandoned her, the vessel carried to the bottom 890 tons of African coffee.

Making publicity-heralded appearances in department stores in various parts of the country is a "coffee tap" supposed to eliminate the need to unwind the metal band on vacuum cans.

The gadget hooks onto the edge of the can and punctures the top. A cap on the device is then removed to pour out the coffee. Side-spilling is prevented by a gasket on the underside of the tap.

The gadget works just like a beer can opener in reverse, is the way one advertisement describes it.

It sells for about \$1.00.

The big rings may deal in gold and diamonds, but coffee is the little man's bootleg product, according to a Reuters dispatch from Germany.

Germany's frontier with Belgium and Luxembourg is one of the "most smuggled" borders in the world. Most of the contraband is coffee.

It is run across the border summer and winter by farmhands, school children, housewives—and sometimes, the authorities regretfully admit, even by customs officials themselves.

The tiny villages along the frontier are all prosperous. Even the humblest cottages, whose owners nominally live on the produce of a couple of cows and half an acre of cabbages, are equipped with radios, refrigerators and electric washing machines. The inhabitants wear smart clothes and drive around in automobiles—all paid for with coffee.

West German customs authorities are making many arrests and confiscating much contraband, but offenders are so

numerous that the officials can hardly stop the trade altogether.

The coffee is bought cheaply in Belgium, smuggled across to a middleman just inside the German border, and then smuggled out to the Ruhr and other parts of Germany where it brings a high price.

The methods of getting the coffee out of the frontier zone are legion. One official tells of a funeral procession in which every top hat was full of coffee and even the coffin itself was found to contain 50 pounds of coffee beside the corpse.

At the Belgian-German church services at Hirtenbusch, Belgian women arrive regularly with handbags stuffed with coffee.

During the sermon, they pass them under the pews to their German neighbors and take in exchange identical handbags with the payment inside.

Women carry coffee away from the frontier sewn up in special padded corsets or hidden in even more intimate underwear. Provided the coffee does not rustle, they are safe from examination because there are few women customs inspectors.

Farmers carry coffee on their carts in the middle of a pile of manure or wrapped in a waterproof cover and sunk in a tank of insecticide.

Some bigger operators are motorized. Their technique is to crash the frontier.

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AND BAG FEEDERS

IDEAL COFFEE
ELEVATORS



Otis, McAllister starts drive in general magazines, offers roasters use of slogan cuts

In a drive which may be breaking new ground for coffee importers, Otis, McAllister & Co. has embarked on a national institutional advertising campaign in general business publications.

The campaign, the first of its kind to be conducted by the company in its 60-year history, will promote coffee on an industrywide basis in *Fortune*, *Business Week* and *Dun's Review*.

At the same time, Otis, McAllister is offering its slogan, "There's nothing like a good cup of coffee," to coffee roasters and distributors for use in their advertising and sales literature and on their packages, containers and letters.

The slogan is also available with the picture of a steaming cup of coffee and the words, "Anywhere, Anytime." Otis, McAllister is offering to supply roasters with plates or prints of the artwork, without charge or obligation.

The advertisements in the general business magazines emphasize the part played by roasters in supplying the country with good coffee, as well as the contributions by Otis, McAllister.

It's good because American coffee roasters are the best in the world, advertisement declares. "To them should go much of the credit for your enjoyment of America's favorite beverage."

Another advertisement points out that "Otis, McAllister

& Co. has been meeting the exacting requirements of America's world famous coffee roasters for over three generations. Last year the coffee for more than 12 billion cups of America's Favorite Beverage was selected or imported by Otis."

The advertisements also stress that coffee is the economic life blood of many Latin American republics.

Otis, McAllister, one of the largest importers of coffee into the United States, has six offices strategically located in this country and Canada, and 16 affiliated offices in the coffee growing countries of Central and South America.

Constantine named president by Wisconsin Coffee Association

John Constantine, of the General Foods Products Co., was named president of the Wisconsin Coffee Association at the organization's recent annual meeting.

Charles Wantz, of the E. R. Godfrey & Sons Co., was elected vice president. E. F. Ihlenfeld, of the Roundy, Peckham & Dexter Co., was named secretary. Dick Piper, of the O. R. Piper Co., was chosen to fill the post of treasurer.

Honor pioneer Second Alarmers; association founded to serve coffee to fire fighters

Charter members of the Second Alarmers Association, Philadelphia, were honored at the organization's 30th anniversary banquet at the Penn-Sheraton Hotel.

The Second Alarmers Association in Philadelphia was the first such group to organize in the country. It serves coffee, and food, to police and firemen at fire and disaster scenes.

Approximately 100 members and representatives of similar groups along the eastern seaboard attended.

For Quality Brazilian Coffees —

PRUDENTE FERREIRA

COMISSARIA E AGRICOLA, S. A.

EXPORTERS

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Cable Address: "PRUFER"

Director-President: Ulysses Ferreira Guimaraes Director-Superintendent: Dorival Guimaraes Silveira
Director-Manager: Lamartine Ferreira de Albuquerque

Back PACB's 1952 advertising drive with stepped-up promotion, Lindsay asks coffee roasters

U. S. coffee roasters and distributors were asked last month to help increase domestic consumption by intensified promotion to supplement the extensive 1952 advertising campaign



Charles G. Lindsay

planned by the Pan-American Coffee Bureau, non-profit organization representing ten leading producing countries of Latin America.

In a talk at a dinner tendered by the Chicago Coffee Association to the board of directors of the National Coffee Association, Charles G. Lindsay, manager of the Bureau, pointed out that the producers represented by his organization have a common objective with roasters — in-

creased consumption.

"We seek to increase the overall consumption while the roasters promote particular brands," Mr. Lindsay said. "The net result is beneficial to all segments of the industry."

As its contribution, Mr. Lindsay explained, the Bureau's promotion this year would be extensive, involving full-scale newspaper, magazine and radio advertising.

Mr. Lindsay said the Bureau's campaign will feature full-page four-color advertisements in *Life* and *The Saturday Evening Post* and black and white half-pages in the four leading women's service magazines: *McCall's*, *Ladies Home Journal*, *Woman's Home Companion* and *Good Housekeeping*.

Newspaper coverage will include black and white half-pages in the principal syndicated Sunday supplements, *This Week* and *Parade*, and space in the *Comic Weekly* and in ten of the country's leading independent Sunday supplements.

Advertisements will also run in all major grocery and restaurant trade magazines and will be supplemented by point-of-sale material for grocery stores and restaurants.

Radio coverage will consist chiefly of spot announcements five days weekly over 119 stations in 83 cities, Mr. Lindsay said.

Ten regional roasters form company to do soluble coffee research, processing, packaging

Feeling their way into the instant coffee field, ten regional roasters have formed a company known as Tenco, Inc., to provide soluble coffee research, processing and packaging on their own blends.

A plant being constructed by Tenco, Inc., at Linden, N. J., is expected to be completed late in February.

Tenco, Inc., will operate only as a service organization for the ten roasters, it was indicated.

The company, it was emphasized, will do no buying or selling of coffee in any form.

FEBRUARY, 1952

HARD & RAND

INCORPORATED

Established 1875

*Importers
of
Green Coffees*

**107 WALL STREET
NEW YORK**

Members:

New York Coffee & Sugar Exchange, Inc.
Green Coffee Association of N.Y.C., Inc.
National Coffee Association of U.S.A.

**Offices and Agents in Principal
Countries of Production**



© 1951
S. A. Schenckman, Inc.,
New York, N. Y.

"Benefax" put on sale by Standard Brands; enzyme powder is key to new coffee curing process

After 12 years of laboratory research and large scale field tests, Standard Brands Incorporated has announced that its new coffee-curing method, said to assure rigid quality control by helping to prevent spoilage during the risky fermentation step, will be made available immediately to all coffee-growing countries in the Western Hemisphere.

Development of the new method was described in detail in the January issue of *Coffee & Tea Industries*, formerly *The Spice Mill*. (See: Development of a new process for curing coffee, Page 12.)

"With this method all coffee can now be good coffee," Dr. W. R. Johnston, Standard Brands vice president and research director, said. "Fermentation of the useless pulp which surrounds the coffee bean is the coffee grower's great gamble. If all goes well, he has good green coffee. If fermentation is prolonged, then souring and other spoilage can occur, because harmful bacteria and molds then have a chance to develop. This results in a poorer grade of coffee and lessened market value."

The new method, centered around a natural enzyme substance sold under the trademark "Benefax," so speeds the fermentation step that chance of spoilage in this phase is sharply reduced, he explained. The enzymes which develop during fermentation "digest" a coating of "mucilage" (actually a slippery, rather than sticky, substance) which covers the coffee bean. Addition of Benefax starts the enzymic action immediately and thus speeds the natural reactions.

Benefax brand powder, which contains the natural enzymes necessary for digestion of the mucilage, is mixed with the coffee to be cured after the pulp surrounding

the bean has been mechanically exposed. Mixing may be done either mechanically or by hand, and since only minute quantities of the powder are used, requires little in the way of labor. One study showed the cost of mixing by hand, exclusive of the cost of Benefax, to be 1/100th of a cent per pound of green coffee.

The Benefax method is adaptable, with only minor variations in customary practice, to any of the methods now used for curing coffee, it was pointed out.

The economic importance of Benefax is indicated by the fact that Brazil, which produces about half of the world's coffee, each year has a portion of its crop reduced in value because the hazards of fermentation, drying and other factors have gone against the grower.

Expert tasters, comparing Brazilian, Central American and West Indian coffees produced by the Benefax method with the respective non-Benefax coffees, expressed preference for the Benefax-cured coffee in the great majority of cases, Dr. Johnston reported.

He attributed the high quality of Benefax-cured coffee to the speed with which Benefax goes to work. Time required for fermenting (digestion of mucilage) varies, with weather and climate among the principal causes of delay, but in areas where 36 hours of fermentation time is normal, Benefax completes the digestion in six to eight hours. In El Salvador, where 20 to 24 hours are usually required for fermentation, the same percentage of Benefax reduces the time to three to four hours—useful in the case of some big coffee plantations operating around the clock during peak seasons.

Besides quality control, the use of Benefax, according to Dr. Johnston, offers the coffee grower the following additional advantages:

1. Speed in getting crop from tree to market.
2. Definite scheduling of the curing process.
3. Reduced labor costs, because of speed and scheduling.
4. Need for fewer fermentation tanks, if these are used, because more rapid use is made of them.

LEON ISRAEL AGRICOLA e EXPORTADORA S/A, (BRAZIL)

Coffee Planters and Exporters

SANTOS • RIO DE JANEIRO • ANGRA DOS REIS • PARANAGUA

ASK FOR **LIB** QUALITY

LEON ISRAEL & BROS., INC.

Coffee Importers and Jobbers

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NEW YORK

300 Magazine St.
NEW ORLEANS

160 California St.
SAN FRANCISCO

404 North Wells St.
CHICAGO, ILL.

General Agents for Europe: ISRAEL (LONDON) LIMITED, 110 Cannon St., London E.C. 4, England

Extensive field testing of the new product and the various curing processes to which it may be adapted have been carried out by Standard Brands in cooperation with both government and private interests.

In Brazil, where the government is reported to be deeply interested in the development, the company conducted pilot plant operations during an entire season. Other tests in Central America and the West Indies have been carried out on private plantations of interested growers.

Producing country controls to regulate prices hobble sales drives, Exchange says

Spot coffee prices during 1951 remained below ceiling prices throughout the year, fluctuating within a range of three and three-quarter cents per pound, Robert E. Atkinson, president of the New York Coffee and Sugar Exchange, declared in his annual report from the board of managers to the membership.

Production during the year proved sufficient to meet all requirements in this country, Mr. Atkinson reported. A further increase, as new plantings come into production, was predicted.

Reviewing the establishment of ceiling price regulations which led to the closing of the Exchange between January 29th and January 30th, and the provision of a supplementary regulation on February 12th, the board's report declared:

Ceilings become minimums

"Historically, ceiling prices tend to become a minimum sales price with effort by the producer to obtain this price. Controls—whether they are by the governments of producing countries or the consuming countries—are a retarding factor in the flow of the commodity to the consumer and increase the ultimate cost. These problems are recognized by the stabilization authorities.

"It is to the advantage of the producing nations to have a stable market in this country, a condition which can only occur with an even flow of its commodity by the producing country. In this they must assume their responsibility.

"With controls, production becomes extremely difficult. You cannot gear your production to foreseeable demand. You have to guess the orders of those exercising the controls—and shifting policies are not always easy to predict."

The report cited the exemption of sugar from ceiling prices at all levels of trade and emphasized that an increase in trading volume of sugar made possible the increase in total volume of trading over 1950. Coffee trading showed a decline during the year.

"If inflationary trends abroad continue," Mr. Atkinson reported, "and foreign selling prices rise above what our buyers are allowed to pay, relief will be necessary to insure adequate supplies for the American consuming public.

"Our government is placed in the position of interfering in the economy of friendly nations."

Controls by producing nations, in an effort to regulate prices to consuming nations, were described as "equally destructive of good international relations," antagonizing the consumer and destroying much of the producer's efforts to increase the sale of his product, it was indicated.

FEBRUARY, 1952

H. L. C. BENDIKS, INC.

NEW YORK

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NEW ORLEANS

225 Magazine St.

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COFFEE - TEA

N. V. KOFFIE HANDELMY MATAGALPA

P. O. Box 631

AMSTERDAM, C, HOLLAND

**THERE'S A
DIFFERENCE
IN TEA—
AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**



The image shows a box of Tender Leaf Tea Bags on the left and a can of Chase & Sanborn Coffee on the right. The box is labeled 'Tender Leaf TEA BAGS' and the can is labeled 'Chase & Sanborn COFFEE'.

PRODUCTS OF STANDARD BRANDS INCORPORATED

NOPAL LINE

Regular service

New fast Norwegian motorships

BRAZIL U.S. GULF

COFFEE SERVICE

The Northern Pan-American Line, A/S

OSLO

Agents

New York—Dichmann, Wright & Pugh, Inc., 44 Whitehall St.

New Orleans—Biehl & Co., Inc., 1308 National Bank of Commerce Building

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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VENEZUELA

ECUADOR

PERU

and West Coast of

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SANTOS: DELTA LINE, INC.
Rua 15 de Novembro 176-178

LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.

MATADI:

Nieuwe Afrikaansche Handels Vennootschap



Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pre—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Fru—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-Wu—Barber Wilhelmisen Line
Brodin—Brodin Line
Canard—Brocklebanks' Canard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Grau
Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Holl-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independent—Independent Line
Iibrandisen—Iibrandisen Co., Inc.
Italian—Italian Line
JaiPac—Jata-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maerik—Maerik Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Nederland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Sued-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
Wes-Lar—Westal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Ja—Jacksonville
LA—Los Angeles
ME—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
2 10	Alfa	UFruit	Cristobal 2 19
2 20	Cisti Nomad	Grace	LA3 2 SF3 5 Se3 10
2 29	Coulgave	UFruit	Cristobal 3 7
3 4	Gunnies Knot	Grace	LA3 15 SF3 18 Se3 23
3 16	Alfa	UFruit	Cristobal 3 19
ACAPULCO			
2 26	Cisti Rambler	Grace	Cristobal 3 11
AMAPALA			
2 15	Anchor Hitch	Grace	Cristobal 2 24
2 16	Cisti Nomad	Grace	LA3 2 SF3 5 Se3 10
2 22	Coulgave	UFruit	Cristobal 3 7
2 29	Gunnies Knot	Grace	LA3 15 SF3 18 Se3 23
3 3	Cisti Rambler	Grace	Cristobal 3 11
3 8	Alfa	UFruit	Cristobal 3 19
ANGRA DOS REIS			
2 18	Horda	SCross	NY3 7 Bo3 11 Pa3 13 Ba3 14

BARRANQUILLA

2 12	Cape Embrind	UFruit	NY2 24
2 13	Gunnies Knot	Grace	LA3 15 SF3 18 Se3 23
2 14	Monica	Grace	NY2 19
2 19	Levers Bend	UFruit	N03 3
2 20	Sofia	Grace	NY2 25
2 20	La Coubre	Independence	LA4 7 SF4 10 Po4 15 Va4 18 Se4 20
2 28	Clara	Grace	NY3 4
3 5	Monica	Grace	NY3 10

SAILS	SHIP	LINE	DUE
BARRIOS			
2 10	Marna	UFruit	NY2 17
2 17	Matura	UFruit	NY2 24
2 17	Inger Skou	UFruit	Ho2 22 N02 25
2 23	Mayari	UFruit	Ho2 28 N03 2
2 24	Adm Fraser	UFruit	NY3 2
3 2	Byfjord	UFruit	NY3 9

BUENAVENTURA

2 10	Eliana	Grace	LA2 18 SF2 20 Se2 29
2 11	Margarita	Grace	NY2 19
2 17	Isabel	Grace	NY2 25
2 19	Ines	Grace	NY2 28 Ba3 2
2 24	Barbora	Grace	NY3 3
2 29	La Heve	Independence	LA3 15 SF3 18 Va3 23 Se3 25 Po3 26
3 2	Maia	Grace	NY3 10
3 3	Leonor	Grace	LA3 12 SF3 14 Se3 21
3 4	Olivia	Grace	NY3 11 Ba3 14
3 9	Canche	Independence	LA3 25 SF3 28 Po4 2 Se4 4 Va4 5
3 9	Luisa	Grace	NY3 17
3 16	Cecilia	Grace	NY3 24
3 21	Rita	Grace	NY3 28 Ba3 30
3 23	Margarita	Grace	NY3 31
3 24	La Coubre	Independence	LA4 7 SF4 10 Po4 15 Va4 18 Se4 20

CARTAGENA

2 11	Jamaica	UFruit	NY2 18
2 16	Paula	Grace	NY2 20
2 18	Talamanca	UFruit	NY2 25
2 20	Levers Bend	UFruit	N03 3
2 23	Rosa	Grace	NY2 27
2 25	Veragua	UFruit	NY3 3
3 1	Paula	Grace	NY3 5
3 6	Rosa	Grace	NY3 12

SAILS SHIP LINE DUE

CHAMPERICO

2 23 Cstl Nomad Grace LA3 2 SF3 5 Se3 10
3 7 Gunners Knot Grace LA3 15 SF3 18 Se3 23

CORINTO

2 15 Cstl Nomad Grace LA3 2 SF3 5 Se3 10
2 17 Anchor Hitch Grace Cristobal 2 24
2 20 Coulgarve Ufruit Cristobal 3 7
2 28 Gunners Knot Grace LA3 15 SF3 18 Se3 23
3 6 Alfa Ufruit Cristobal 3 19
3 6 Cstl Rambler Grace Cristobal 3 11
3 13 Canche Independence LA3 25 SF3 28 Po4 2 Se4 4 Va4 5
3 28 La Coubre Independence LA4 7 SF4 10 Po4 15 Va4 18 Se4 20

CRISTOBAL

2 11 Cape Cod Ufruit NY2 17
2 18 Cape Embrind Ufruit NY2 24
2 20 Aso Maru NYK NY2 26
2 23 Levers Bend Ufruit N03 3
2 21 Akagi Maru NYK NY3 27
4 20 Arima Maru NYK NY4 26

DAR es SALAAM

2 14 Afr Rainbow Farrell NY3 10 Ba3 13 Pa3 15
2 28 Afr Star Farrell NY3 26 Ba3 29 Pa3 31
3 18 Afr Moon Farrell NY4 15 Ba4 18 Pa4 20

DURBAN

2 19 Madoera JavPac USA Canadian Pacific Pts
2 19 Afr Rainbow Farrell NY3 10 Ba3 13 Pa3 15
3 3 Silverspray JavPac USA Canadian Pacific Pts
3 13 Afr Crescent Farrell NY4 4 Ba4 7 Pa4 9
3 24 Afr Moon Farrell NY4 15 Ba4 18 Pa4 20
3 30 Silverwave JavPac USA Canadian Pacific Pts
4 27 Samarinda JavPac USA Canadian Pacific Pts
5 28 Sarangan JavPac USA Canadian Pacific Pts

SAILS SHIP LINE DUE

EL SALVADOR

2 10 Bresle Independence LA2 20 SF2 23 Po2 28 Se3 1 Va3 2
2 14 Etna Italian La2 22 SF2 25 Va3 1 Se3 8 Po3 11
2 29 Ecuador Lloyd NY3 12
3 7 La Heve Independence LA3 15 SF3 18 Va3 23 Se3 25 Po3 26
3 15 Canche Independence LA3 25 SF3 28 Po4 2 Se4 4 Va4 5
3 20 Nereide Italian LA3 28 SF3 31 Va4 5 Se4 9 Po4 12
3 31 La Coubre Independence LA4 7 SF4 10 Po4 15 Va4 18 Se4 20

GUATEMALA

2 11 Bresle Independence LA2 20 SF2 23 Po2 28 Se3 1 Va3 2
2 15 Etna Italian La2 22 SF2 25 Va3 1 Se3 8 Po3 11
3 8 La Heve Independence LA3 15 SF3 18 Va3 23 Se3 25 Po3 26
3 16 Canche Independence LA3 25 SF3 28 Po4 2 Se4 4 Va4 5
3 21 Nereide Italian LA3 28 SF3 31 Va4 5 Se4 9 Po4 12
4 1 La Coubre Independence LA4 7 SF4 10 Po4 15 Va4 18 Se4 20

ILHEUS

2 27 Ecuador Lloyd NY3 12

LA LIBERTAD

2 13 Alfa Ufruit Cristobal 2 19
2 14 Anchor Hitch Grace Cristobal 2 24
2 19 Cstl Nomad Grace LA3 2 SF3 5 Se3 10
2 27 Coulgarve Ufruit Cristobal 3 7
3 2 Cstl Rambler Grace Cristobal 3 11
3 3 Gunners Knot Grace LA3 15 SF3 18 Se3 23
3 14 Alfa Ufruit Cristobal 3 19

LA UNION

2 16 Anchor Hitch Grace Cristobal 2 24
2 16 Alfa Ufruit Cristobal 2 19
2 17 Cstl Nomad Grace LA3 2 SF3 5 Se3 10
2 24 Coulgarve Ufruit Cristobal 3 7
3 1 Gunners Knot Grace LA3 15 SF3 18 Se3 23
3 4 Cstl Rambler Grace Cristobal 3 11
3 11 Alfa Ufruit Cristobal 3 19

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Average number of sailings per month by fast, dependable A.P.L. Cargoliners:

From New York: 3 sailings to the Orient, Malaya and round-the-world via

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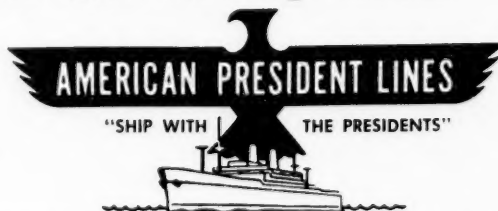
29 Broadway, New York 6

General Offices

311 California Street, San Francisco 4

New York • Boston • Washington, D.C. • Chicago

Los Angeles • San Francisco • Honolulu



COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS SHIP LINE DUE

LIMON

2 12	Fiador Knot	UFruit	N02 18
2 15	Cape Cmbriind	UFruit	NY2 24
2 26	Levers Bend	UFruit	N03 3

LOBITO

3 1	Afr Glen	Farrell	NY4 30
3 1	Del Campo	Delta	N03 26
3 12	Taurus	Am-W Afr	NY4 15
3 19	Tulane	Am-W Afr	NY4 25
3 19	Del Oro	Delta	N04 13
3 24	Afr Pilot	Farrell	NY5 24
4 10	Fenglen	Am-W Afr	NY5 15
4 26	Afr Grove	Farrell	NY6 25

LOURENCO MARQUES

2 22	Madoera	JavPac	USA Canadian Pacific Pts
3 7	Silverspray	JavPac	USA Canadian Pacific Pts
3 22	Afr Moon	Farrell	NY4 15 Ba4 18 Pa4 20
4 4	Silverwave	JavPac	USA Canadian Pacific Pts
5 2	Samarinda	JavPac	USA Canadian Pacific Pts
6 2	Saragan	JavPac	USA Canadian Pacific Pts

LUANDA

2 27	Del Campo	Delta	N03 26
3 4	Afr Glen	Farrell	NY4 30
3 9	Taurus	Am-W Afr	NY4 18
3 16	Del Oro	Delta	N04 13
3 21	Tulane	Am-W Afr	NY4 15
3 27	Afr Pilot	Farrell	NY5 24
4 12	Fenglen	Am-W Afr	NY5 15
4 29	Afr Grove	Farrell	NY6 25

MARACAIBO

2/12	Monica	Grace	NY2 19
2/15	Gunnies Knot	Grace	LA3 15 SF3 18 Se3 23
2/17	Sofia	Grace	NY2 25
2/26	Clara	Grace	NY3 4
3/2	Monica	Grace	NY3 10
3/11	Sofia	Grace	3/18

MATADI

4/1	Tulane	Am-W Afr	NY4 15
4/5	Afr Glen	Farrell	NY4 30
4/23	Fenglen	Am-W Afr	NY5 30
4/28	Afr Pilot	Farrell	NY5 24
5/30	Afr Grove	Farrell	NY6 25

MOMBASA

2/22	Afr Star	Farrell	NY3 26 Ba3 29 Pa3 31
2 25	Sherwood	Robin	St Jo4 5 NY4 12
3 10	Afr Moon	Farrell	NY4 15 Ba4 18 Pa4 20
3 19	Tuxford	Robin	NY5 15

PARANAGUA

2/11	Horda	SCross	NY3 7 Bo3 11 Pa3 13 Ba3 14
2/13	Overo	Dodero	N03 4 Ho3 9
2/13	Arendsydk	Hol-Int	NY3 5 Bo3 8 NF3 11 Ba3 12 Pa3 16
2/13	Nicaragua	Lloyd	NY3 3
2 15	Mormacwren	Mormac	Ba3 5 Pa3 7 NY3 9
2 18	Trader	PAB	LA3 15 SF3 17 Va3 23 Se3 24 Po3 26
2 21	Citadel Victory	Delta	N03 16 Ho3 21
2 24	Mormacrey	Mormac	LA3 21 SF3 24 Se3 29 Po4 3
2 28	Chile	Lloyd	N03 22 Ho3 28
3 10	Seafarer	PAB	LA1 5 SF4 6 Se4 12 Va4 14 Po4 17

PORT SWETTENHAM

2 10	Mandeville	Barb-Frn	USA3 18
2 23	Feriland	Barb-Frn	USA4 3
2 26	Gertrude Mersk	Maersk	NY4 16
3 9	Fernsea	Barb-Frn	USA4 14
3 23	Granville	Barb-Frn	USA5 1
4 9	Plessantville	Barb-Frn	USA5 15

PUNTARENUS

2 12	Etna	Italian	La2 22 SF2 25 Va3 1 Se3 8 Po3 11
2 13	Citi Nomad	Grace	LA3 2 SF3 5 Se3 10

FEBRUARY, 1952



WEST COAST LINE

offers a fast fortnightly freight service

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GUAYAQUIL
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BALTIMORE

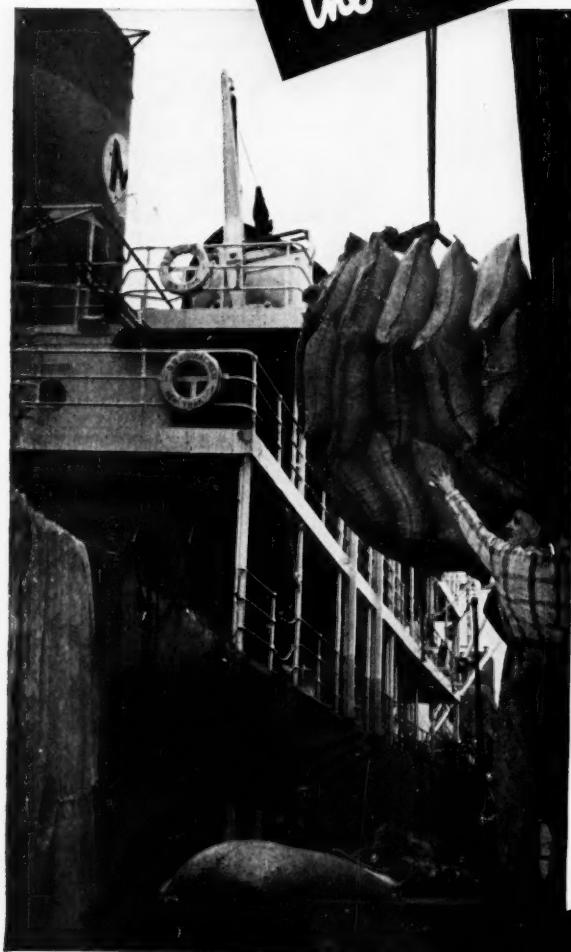
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the essential factor

in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-McCORMACK
Lines
5 Broadway New York 4

OFFICES IN PRINCIPAL CITIES OF THE WORLD

SAILS	SHIP	LINE	DUE
2/17	Cougarve	U/Fruit	Cristobal ¹ 3/7
2/20	Anchor Hitch	Grace	Cristobal ¹ 2/24
2/26	Gunners Knot	Grace	LA3/15 SF3/18 Se3/23
3/2	Alfa	U/Fruit	Cristobal ¹ 3/19
3/3	La Heve	Independence	LA3/15 SF3/18 Va3/23 Se3/25 Po3/26
3/8	Cstl Rambler	Grace	Cristobal ¹ 3/11
3/12	Canche	Independence	LA3/25 SF3/28 Po4/2 Se4/4 Va4/5
3/18	Nereide	Italian	LA3/28 SF3/31 Va4/5 Se4/9 Po4/12
3/27	La Coubre	Independence	LA4/7 SF4/10 Po4/15 Va4/18 Se4/20

RIO de JANEIRO

2/14	Del Valle	Delta	N03/2 Ho3/7
2/17	Overo	Dodero	N03/4 Ho3/9
2/18	Arendidyk	Hol-Int	NY3/5 Bo3/8 Nf3/11 Ba3/12 Pa3/16
2/19	Mormacwren	Mormac	Ba3/5 Pa3/7 NY3/9
2/20	Horda	SCross	NY3/7 Bo3/11 Pa3/13 Ba3/14
2/21	Del Viento	Delta	N03/9 Ho3/14
2/23	Bowhill	IFC	NY2/9 Pa2/13 Ba2/15 Bo2/17 Ha2/20
2/24	Ecuador	Lloyd	NY3/12
2/25	Trader	PAB	LA3/15 SF3/17 Va3/23 Se3/24 Po3/26
2/27	Argentina	Mormac	NY3/9
2/28	Citadel Victory	Delta	N03/16 Ho3/21
2/29	Mormacsurf	Mormac	Ba3/12 Pa3/13 NY3/15
2/29	Granadero	Dodero	NY3/17 Ba3/19 Pa3/21 Ba3/22 Nf3/24
3/5	Chile	Lloyd	N03/22 Ho3/28
3/5	Del Mar	Delta	N03/19
3/12	Falkanger	Wes-Lar	LA4/5 SF4/8 Po4/16 Se4/19 Va4/20
3/17	Seafarer	PAB	LA4/5 SF4/6 Se4/12 Va4/14 Po4/17
3/18	Bowplate	IFC	NY4/3 Ba4/6

SAN JOSE

2/22	Cstl Nomad	Grace	LA3/2 SF3/5 Se3/10
2/29	Cstl Rambler	Grace	Cristobal ¹ 3/11
3/6	Gunners Knot	Grace	LA3/15 SF3/18 Se3/23

SANTOS

2/12	Del Valle	Delta	N03/2 Ho3/7
2/15	Arendidyk	Hol-Int	NY3/5 Bo3/8 Nf3/11 Ba3/12 Pa3/16

SAILS	SHIP	LINE	DUE
2/15	Overo	Dodero	N03/4 Ho3/9
2/15	Mormacstar	Mormac	Jx2/29 Ba3/3 Pa3/5 NY3/7 Bo3/10 Ha3/12
2/16	Horda	SCross	NY3/7 Bo3/11 Pa3/13 Ba3/14
2/18	Nicaragua	Lloyd	NY3/3
2/19	Del Viento	Delta	N03/9 Ho3/14
2/20	Mormacdam	Mormac	NY3/3 Bo3/7 Pa3/9 Ba3/10 Nf3/12
2/21	Bowhill	IFC	NY2/9 Pa2/13 Ba2/15 Bo2/17 Ha2/20
2/22	Argentina	Mormac	NY3/9
2/22	Mormacrey	Mormac	LA3/21 SF3/24 Se3/29 Va3/31 Po4/3
2/23	Trader	PAB	LA3/15 SF3/17 Va3/23 Se3/24 Po3/26
2/25	Citadel Victory	Delta	N03/10 Ho3/21
2/27	Mormacsurf	Mormac	Ba3/12 Pa3/13 NY3/15
2/27	Granadero	Dodero	NY3/17 Bo3/19 Pa3/21 Ba3/22 Nf3/24
2/29	Gulfwater	IFC	NY3/20
3/3	Chile	Lloyd	N03/22 Ho3/28
3/4	Del Mar	Delta	N03/19
3/10	Seafarer	PAB	LA4/2 SF4/5 Va4/10 Se4/11 Po4/15
3/10	Falkanger	Wes-Lar	LA4/5 SF4/8 Po4/16 Se4/19 Va4/20
3/15	Seafarer	PAB	LA4/5 SF4/6 Se4/12 Va4/14 Po4/17
3/15	Bowplate	IFC	NY4/3

TAMPICO

2/23	Tunaholm	Swed-Am	Ha3/23 StJo3/13
3/21	Danaholm	Swed-Am	M14/15
4/10	Tunaholm	Swed-Am	M15/5

VERA CRUZ

2/19	Tunaholm	Swed-Am	Ha3/23 StJo3/13
3/17	Danaholm	Swed-Am	M14/15
4/8	Tunaholm	Swed-Am	M15/5

VICTORIA

2/16	Del Valle	Delta	N03/2 Ho3/7
2/23	Del Viento	Delta	N03/9 Ho3/14
3/1	Citadel Victory	Delta	N03/16 Ho3/21
3/7	Chile	Lloyd	N03/22 Ho3/28

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.
² Accepts freight for New York, with transshipment at Cristobal, C. Z.
³ With transshipment at Colombo.

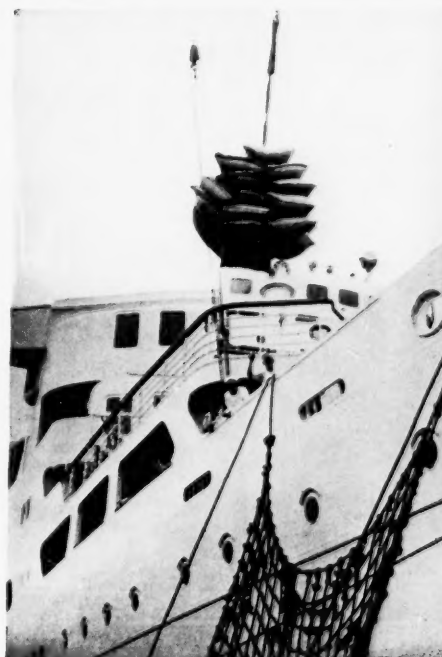
SOME LIKE IT HOT... SOME LIKE IT COLD...

BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

ARGENTINE STATE LINE

BOYD, WEIR & SEWELL, INC., GENERAL AGENTS
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AMERICAN EXPORT LINES

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UNITED FRUIT COMPANY
STEAMSHIP SERVICE

leading handlers of mild coffees
serving

GUATEMALA NICARAGUA
EL SALVADOR COSTA RICA
HONDURAS COLOMBIA

with
regular dependable service to
NEW YORK, NEW ORLEANS,
HOUSTON
and other U. S. Ports

New York:
Pier 3, North River
New Orleans:
321 St. Charles St.



SAILS SHIP LINE DUE TEA BERTHS

CALCUTTA

2 17	Excelsior	Em-Exp	Bo NY Pa Ba Nf
2 23	City Cptwn	Ell-Buck	Bo3/27 NY3 28 Pa3/31 Nf4/2 Ba4/3
3 8	City Lckm	Ell-Buck	Bo4/9 NY4 10 Pa4 13 Nf4/15 Ba4/16
3 8	Lombok	JavPac	LA4 10 SF4 16 Po4 21 Se4/28 Va5/1
3 12	City Estbrne	Ell-Buck	Mf4 24
4 8	Silvermoon	JavPac	LA5 11 SF5 17 Po5 23 Se5 28 Va5/31

COLOMBO

2 20	Marderville	Barb-Frn	USA3 18
2 21	Excelsior	Am-Exp	Bo NY Pa Ba Nf
2 29	Silvercrest	JavPac	SF4 6 La4 13 Po4 29 Va5 3 Se5 9
3 5	Fernland	Barb-Frn	USA4 3
3 7	Gertrude Msk	Maersk	NY4 16
3 19	Fernsea	Barb-Frn	USA4 14
3 25	Wetteden	JavPac	SF5 1 LA5 7 Po5 23 Va5 29 Se6 8
4 2	Granville	Barb-Frn	USA5 1
4 19	Pleasantville	Barb-Frn	USA5 15

HONG KONG

2 15	Jeppesen Msk	Maersk	SF3 12 NY3 31
2 26	Land	Pioneer	NY4 13
3 3	Hulda Msk	Maersk	SF3 28 NY4 16
3 17	Trein Msk	Maersk	SF4 13 NY5 3
4 3	Peter Msk	Maersk	SF4 27 NY5 13
4 9	Cleveland	Am-Pres	SF4 27
4 14	Pierce	Am-Pres	SF5 3 LA5 7
4 17	Nicoline Msk	Maersk	SF5 12 NY5 31
4 22	Jefferson	Am-Pres	SF5 15 LA5 18

KOBE

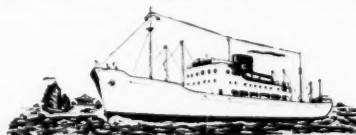
2 10	Dale	Pioneer	NY3 23
2 23	Jeppesen Msk	Maersk	SF3 12 NY3 31
2 26	Land	Pioneer	NY4 13
2 26	Akagi Maru	NYK	SF3 11 LA3 13
3 9	Hulda Msk	Maersk	SF3 28 NY4 16
3 21	Ware	Pioneer	NY4 30
3 25	Trein Msk	Maersk	SF4 13 NY5 3
4 9	Peter Msk	Maersk	SF4 27 NY5 16
4 13	Cleveland	Am-Pres	SF4 27
4 25	Nicoline Msk	Maersk	SF5 12 NY5 31
4 30	Jefferson	Am-Pres	SF4 15 LA4 18

SHIMIZU

2 12	Olga Msk	Maersk	SF2 27 NY3 17
2 26	Jeppesen Msk	Maersk	SF3 12 NY3 31
2 28	Akagi Maru	NYK	SF3 11 LA3 13
3 12	Hulda Msk	Maersk	SF3 28 NY4 16
3 28	Trein Msk	Maersk	SF4 13 NY5 3
3 28	Arima Maru	NYK	SF4 10 LA4 12
4 12	Peter Msk	Maersk	SF4 27 NY5 16
4 28	Nicoline Msk	Maersk	SF5 12 NY5 31

TANGA

2 10	Afr Rainbow	Farrell	NY3 10 Ba3 13 Pa3 15
2 24	Afr Star	Farrell	NY3 26 Ba3 29 Pa3 31
3 12	Afr Moon	Farrell	NY4 15 Ba4 18 Pa4 20



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

**FAST DIRECT FREIGHT SERVICE
FROM TEA AND SPICE PORTS
PHILIPPINES CHINA JAPAN**

IVARAN LINES

Far East Service

STOCKARD & COMPANY, INC., General Agents
17 Battery Place, New York 4, N. Y., WHItHALL 3-2340

FEBRUARY, 1952

SAILS	SHIP	LINE	DUE
YOKOHAMA			
2 13	Dale	Pioneer	NY3 23
2 15	Olga Misk	Maersk	SF2 27 NY3 17
2 29	Alagi Maru	NYK	SF3 12 LA3 14
2 29	Jeppesen Misk	Maersk	SF3 12 NY3 31
3 5	Land	Pioneer	NY4 13
3 15	Hulda Misk	Maersk	SF3 28 NY4 16
3 24	Wave	Pioneer	NY4 30
3 30	Anna Maru	NYK	SF4 11 LA4 12
3 31	Trein Misk	Maersk	SF4 13 NY5 3
4 15	Cleveland	Am-Pre	SF4 27
4 15	Peter Misk	Maersk	SF4 27 NY5 13
4 30	Nicoline Misk	Maersk	SF5 12 NY5 31
5/4	Jefferson	Am-Pre	SF5 15 LA5 18

Shipping

Moore-McCormack wins management certificate

A certificate for management excellence for 1951 has been awarded to Moore-McCormack for the second successive year by the American Institute of Management, it has been announced today by Jackson Martindell, president of the Institute.

At a brief ceremony at Moore-McCormack's New York City offices, Mr. Martindell presented the certificate to Emmet J. McCormack, vice president and treasurer of the shipping line.

The Institute's analysis of 3,000 companies covered ten categories of study—economic function, corporate structure, health of earnings growth, fairness to stockholders, research and development, directorate analysis, fiscal policies, production efficiency, sales vigor and executive evaluation.

Torm line readies first of three new vessels

The motor vessel Estrid Torm, first of three new cargo ships being built for Torm Line service, was launched at the Nakskov shipyard in Denmark last month, it is reported by J. F. Whitney & Co., general agents.

It is expected the Estrid Torm will make her maiden voyage in April in Torm's service between the East Coast of South America and United States North Atlantic ports.

The Estrid Torm and her sister ships—the second is scheduled to enter service in late summer and the third in the spring of 1953—are of completely modern design. In addition to the most recently developed navigational

MALZONI & CO., LTD.

Coffee Exporters
SANTOS - BRAZIL

Represented in all U.S.A. by
OTIS, McALLISTER CO.



Ship via Grancolombiana

Regular Sailings between the coffee ports of

Colombia
Ecuador
Venezuela

and New York
New Orleans
Montreal

Other ports as cargo offers.



Grancolombiana

GULF SAINGS
EVERY 10 DAYS
CANADIAN SAINGS
FORTNIGHTLY



30 ships serving
the TOP market in
South America

Transportadora Grancolombiana, Ltda.,
General Agents

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Cable Address: Grancolomb

AGENTS: New Orleans: Texas Transport & Terminal Co., Inc.
Montreal: Robert Reford Co. Ltd. • Detroit: W. J. Maddock & Co.



SHIP VIA GSA

★ AMERICAN FLAG SERVICE ★
TO THE WEST COAST OF SOUTH AMERICA

Fortnightly service . . . with limited
Passenger Accommodations.
Expert cargo handling.
Contact us today!

GULF & SOUTH AMERICAN STEAMSHIP CO., INC.
620 Gravier Street New Orleans, La.

"IN OTHER CITIES CONTACT GRACE OR LYKES"

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

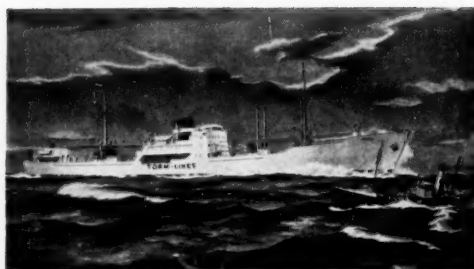
(Patrimônio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.



An artist's picture of Torm Line's new motor vessel, the Estrid Torm

aids and safety devices, they will be abundantly equipped with the finest and most practical cargo gear and handling appointments known to current day shipbuilding.

Passenger accommodations will provide luxuriously for the needs of those who prefer travel in modern freighters. Accommodations for twelve persons in six cabins, each with private bath facilities, will have the finest in modern decor and furnishings.

A vessel of 425 feet overall length and a beam of 57 feet, the Estrid Torm, a closed shelter deck type, will have a total deadweight of about 7,200 gross tons and will provide 400,000 bale cubic feet of fully ventilated space for cargo, including two deep tanks of the most modern and efficient design.

Powered with a 6900 IHP Burmeister & Wain Diesel Engine, the ship will offer a service speed of not less than 16 knots, enabling her to maintain without difficulty the transit efficiency looked for in the South American East Coast trade.

Subsidiaries to be merged into single Nestle Co.; headquarters planned for White Plains, N. Y.

Unilac, Inc., parent organization in the Nestle group of companies in the Western Hemisphere, has announced that its two United States subsidiaries, The Nestle Co., Inc., of Colorado Springs, and the Nestle's Chocolate Co., Inc., of New York City, will in the near future be merged into a single company to be known as The Nestle Co., Inc.

The Colorado Springs company is the manufacturer of such nationally renowned products as Nescafe, Nests, Nestle's Evaporated Milk, and other food specialties. Nestle's Chocolate Co., Inc., which now manufactures and sells all Nestle's Chocolate and Cocoa products in the United States, was long known as Lamont, Corliss & Co. and only recently became a wholly-owned subsidiary in the Nestle group.

The headquarters of the merged company will be established next June in White Plains, N. Y. Pending completion of a building to be constructed there, the new company will rent temporary offices in that city.

Coffee is birthday gift to Sibelius

Good coffee is hard to get these days in Finland, home of the noted composer, Jean Sibelius. When Standard Brands Incorporated learned that the composer is an ardent coffee drinker, they sent him several cases of Chase & Sanborn as a gift on his 86th birthday.

Albert Fleischmann, vice president and general sales manager of Standard Brands, presented the coffee through the National Arts Foundation.

Coffee Cargo Service... that understands your needs

Pacific-Argentine-Brazil Line, with its fleet of modern C-3 ships, speeds coffee shipments from Brazil ports to Pacific Coast coffee centers. It is experience that counts!

Expert handling
all the way

Ask for service
information at any
P&T office—in
all principal ports

PACIFIC-ARGENTINE-
BRAZIL LINE INC.
POPE & TALBOT,
INC., AGENTS

POPE & TALBOT LINES

Accommodations
for 12
passengers

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4

Coffee trends in Africa

(Continued from page 18)

dealing on the other, there is room for doubt that declared destinations represent actual destinations.

Government measures towards controlling preparation are expected to result in an improvement of the quality of the coming crop. It is intended to have all coffee machine-cleaned before leaving the growing centers in addition to the normal handpicking, and to prohibit the picking of unripe coffee. These laws must depend for their success upon the extent to which the country is equipped to enforce them, but they represent a bold step in the right direction and could go far in improving the quality of production.

The next crop is expected to be larger, as the acreage under coffee is increasing and current high prices are acting as the best inducement to growers to attend to their coffee in preference to other farm work. With exports for the first half of 1951 at over 310,000 bags, the yearly figure will exceed substantially that of 1950.

British West Africa crops are included under M.O.F. long-term contracts.

Sierra Leone exports were slightly lower last year and are likely to be smaller again this year. There has been a very good flowering and the crop set well, but the native growers find it pays better to sell the coffee in neighboring territories where it fetches prices more in line with world markets. There is considerable new planting this year, but again labor is scarce.

In the Gold Coast, the trend of current production is said to be static, although a big decline in exports is expected.

The Nigerian government intends to assist in the production of coffee, which has hitherto not figured as a local product. The statistics show 2,565 bags exported during 1950, and 2,815 bags during the first five months of this year, but this is believed to be coffee grown outside Nigeria.

In Spanish Guinea, production has grown rapidly in the past 20 years and exports are now about stationary. The crop is still entirely consumed in Spain.

In Liberia, information is scant, but we understand that a considerably increased crop is expected during the coming season.

Coffee derationed in Holland

Coffee, Holland's favorite beverage and the last item on the postwar ration list, was derationed last month.

The ration had been about 4½ ounces per person every six weeks.

ATLANTIC KRAFT

Coffee Bags

FOR VALUE!



12 Sizes in stock for immediate shipment... 3oz. to 5 lbs Plain or Printed with your Private Design. ATLANTIC offers you service and economy!

Write for Samples and Prices

ATLANTIC COFFEE BAG CO., Inc.

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GABRIEL DE PAULA & Cia., Ltda.

Quality Coffee Exporters

SANTOS - RIO DE JANEIRO - PARANAGUÁ
BRAZIL

Serving the Coffee Trade since 1927

FAIRCHILD & BOLTE
91 Front Street
New York 5, N. Y.

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150 California St.
San Francisco, Calif.

T. L. McRAITH & CO.
510 N. Dearborn St.
Chicago, Illinois

FELIX J. VACCARO
305 Magazine St.
New Orleans, La.

MAXWELL HOUSE *Coffee*

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF
NCA

Good to the last drop!

Coffee buying habits, effect of sales methods, shown by Denver survey

Recent house-to-house studies made in the Denver market revealed considerable information about the coffee buying habits of housewives in the Mile High City. A survey team from the Cup Brew Coffee Bag Co. interviewed consumers to determine specific recommendations to the firm's licensees about merchandising and selling Cup Brew Coffee Bags.

Uncovering a high rate of consumer familiarity with Cup Brew Coffee Bags, the survey made possible a breakdown of the ways in which this awareness was created. In view of a modest local advertising campaign, it was learned that shelf display was a very vital factor in introducing Cup Brew Coffee Bags to people. Position on those shelves was a significant factor in determining total sales. It was learned that island displays were highly effective. Newspaper advertising, word-of-mouth, radio and in-store demonstration rated in that order.

Another device used in Denver was individual small packet samples. Sampling, as such, can be a very successful technique to acquaint consumers with a new product, but extreme care should be taken to insure freshness and immediate distribution of the samples, it was indicated.

Also studied were the types of stores in which coffee was being purchased and what stimulated consumers to buy the particular brand of coffee they were currently using. Denver has always been a large "vacuum tin" coffee town. However, recent growth has been seen in the field of "grind-it-yourself" coffee in paper bags.

In the great majority of cases coffee was being purchased on a price basis. Weekend specials ranging from 72 cents to 81 cents per pound brought the largest sales, regardless of brand name. The regular prevailing retail price of vacuum packed coffee in Denver was 93 cents per pound.

A vacuum jar containing 24 individual Cup Brew Coffee Bags was selling in Denver's leading super markets for 68 cents, slightly higher in the smaller stores. More and more Rocky Mountain housewives are swinging to "Cup Brewed" coffee as an economical method of coffee making, it was reported, with complete elimination of waste, spoiling or spilling indicated as money-saving features of Cup Brew Coffee Bags. The largest percentage of people interviewed, who had considered the price factor, declared Cup Brew Coffee

Bags to be either reasonable in price or money saving.

In evaluating the findings of this study, the following recommendations were made by the Cup Brew Coffee Bag Co. in order that licensed coffee roasters might take full advantage of the sales potential of these coffee bags:

1. Develop the "day-long" use of individual coffee bags as the ideal method of brewing coffee more conveniently at meal times and between meals.
2. Feature the use of Cup Brew Coffee Bags as a "regular" method of coffee making.
3. Promote specific advantages, such as speed, convenience, cleanliness, elimination of waste and economy in all phases of merchandising.
4. Consider the intrinsic advantages, too—the pleasurable experience of serving a fine cup of coffee, the satisfying of family and guests, the simplicity of preparing and cleaning up.
5. Advocate Cup Brew Coffee Bags for use in large quantity coffee making. For picnics, outings, church suppers, parties, etc., Cup Brew Coffee Bags may be placed directly into a large tureen of heated water, brewed en masse, and served into cups from a ladle or a spout.

"As a result of this study, the E-B-C's of coffee were evolved," Cup Brew Vice President William L. Branch declared. "Any roaster who wants to satisfy the needs of his consumers to the fullest should make his coffee 'Easier—Better—Cheaper' to buy and use. Easier—because of complete convenience and simplicity. Better—because of direct infusion through tasteless, inert, cellulose fibers. Cheaper—because of absolute elimination of waste, spoiling or leftovers."

Sees shift in instant coffee sales pitch already underway

A switch in the consumer pitch for instant coffee, already underway, will become more pronounced in the year ahead, an executive of one of the leading firms in the field declared last month.

The switch is from the appeal to "make it by the cup" to emphasis on "make it by the pot."

The executive said that instant coffee sales through grocery stores in 1951 amounted to about \$110,000,000, a figure which he indicated was close to the dollar volume of tea in grocery outlets.

All-coffee instants, which feel some shelf disadvantage when stacked next to the larger containers of instants with carbohydrates, will attack the problem in the months ahead through educational advertising, he indicated.

ABYSSINIAN COFFEES

DJIMMA

KIBI

HARRAR



S. J. MAGDALINOS

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY
17 Battery Place, New York

Coffee Movement in The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1950							
July	1,632	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	491	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
December	1,538	820	592	1,412	1,008	184	1,192
1952							
January (1-30)	1,818	1,086	749	1,835	1,123	271	1,394

Figures by N. Y. Coffee & Sugar Exchange, Inc. in bags of origin. (Preliminary)

The Coffee Outlook

The new year begins with tendencies that were simmering in the latter part of 1951 bursting into a bubbling boil.

A huge tug-of-war has come to dominate the coffee scene, a battle over prices between the producing countries and the United States.

From Brazil particularly have come straws in the wind testing the atmosphere for the possibility of removal of price control on coffee.

Some of the straws were less straws than sledge-hammers. They were not questions or suggestions, but demands.

The response in this country was equally emphatic. OPS nailed the rumors as baseless. The New York Green Coffee Association, in a sensible attempt to dispel any smoke clouding the facts, checked authorities and reported that OPS was determined not only to maintain present ceilings, but to insist on strict compliance by all segments of the industry.

In the meantime, pressed by the green advances, packers began to advance the prices on their roasted products at the wholesale level by one cent a pound, led by the

General Foods' action along these lines on Maxwell House and Bliss.

As feelings sharpen in this country and in the producing countries, this corner would recommend to coffee people in both Americas a rereading of the article by Edward Bransten, Jr., in the October, 1951, issue of this magazine.

We were struck then by the deep insight into grounds for understanding and cooperation revealed by Mr. Bransten—and we feel his words have more point in the present situation than last fall.

"Producers of quality coffee have done a great service for the entire industry," Mr. Bransten said. "It is principally through their efforts, in our opinion, that consumption of the beverage in the United States reached an all-time high. The theory on which this increase was founded is very simple: It is that people will consume more of an article which is superior or which they like. Therefore, if the quality standards of consumers are made to suffer through too high prices, the trend of consumption—not only of high quality coffees, but of all coffees—is liable to be hurt.

"We ask that the people in Latin America realize this. We have studied their problems and realize that a fair re-

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turn on their production is necessary for sound economy. We simply say to them that we do not want to influence the consumers into constantly shopping for price instead of quality.

"Let our coffee producing neighbors understand our problems as we have tried to understand theirs, and let us have moderation and compromise from all sides in the trade."

The title of Mr. Bransten's article has point now, too. It is: "We are only middlemen."

John Smart retires from Dallas Coffee & Tea Co. after 31 years

John Smart, one of the founders of the Dallas Tea & Coffee Co., Dallas, Texas, has announced the sale of his interest in the firm to his partner, R. E. Elkin, Sr. Prompted by ill health, Mr. Smart retired from the business at the close of 1951.

Mr. Smart and Mr. Elkin started the firm in 1920 in an 18 by 75 foot building. At the beginning, their stock in trade was a Lambart peanut roaster and seven 130-pound bags of green coffee, Mr. Smart said. The business grew, and in a few years was moved to larger quarters. Despite a temporary setback during the depression years, the company continued to expand.

Hotels, hospitals and cafes are the company's principal customers, and in addition to coffee and tea the firm sells a complete line of staple and fancy groceries.

The business continues under the management of Mr. Elkin. In the post of sales manager is his son, R. E. Elkin, Jr.

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Editorials

Now — make the two-ounce iced tea bag universal

Unique among trade campaigns is the drive waged by the tea industry to win restaurants and institutions to the two-ounce formula for iced tea.

Few campaigns, in any field, have produced such decided gains, even over much longer periods of time.

Last year, sales of iced tea bags to restaurants increased 30 per cent over the year before, according to a survey by the Tea Bureau of leading packers serving these outlets.

This 30 per cent rise, however, came on top of an increase of about 46 per cent during the two previous years.

But, as was made clear in a spirited session at the last tea convention, dramatic as the increases have been, they are nothing more than a beginning.

The real gain in iced tea sales still lies before us—an advance which can make the increases to date seem puny.

That advance will come if the industry, and each firm in it, promotes the two-ounce formula to the full.

Doing that means something different today than it did a year ago, or two years ago. It was clear at the last tea convention, it is even more sharply clear today, that *the key to the fullest utilization of the two-ounce formula is the two-ounce bag.*

A survey made this past summer shows that only 50 per cent of the restaurants already using the two-ounce formula

employ the two-ounce bag in preparing their iced tea.

That proportion is not higher only because some companies offered the two-ounce bag, but others did not.

As every packer's salesman knows, restaurant operators are puzzled by the contradiction of two-ounce promotion on the one hand and one-ounce tea bags on the other.

As long as the restaurateur is working with one-ounce bags, it is always easy for him to slip back to the one-ounce formula.

The only way to sell the two-ounce formula and to keep it sold is to offer a two-ounce bag.

It is, of course, easier for the restaurant to make up two-ounce iced tea with a two-ounce bag.

If, in addition, the restaurateur had something to gain, price-wise, by buying a two-ounce bag instead of two one-ounce bags, his promotion of full-flavored iced tea would be that much surer.

If you are a packer who is not already offering a two-ounce bag, you can help make sure the iced tea gains will continue. You can do it by adopting the two-ounce iced tea bag this coming season.

Your salesmen will like it. Your customers will like it. And you will like it—for it should bring you more volume and more profits.

Time out for coffee

Once again, the coffee industry is taking the offensive. No longer content, or forced by circumstances, to concentrate on defensive moves, the industry is now working up speed in a drive to increase coffee consumption here.

While the drive, in itself, is good news, one aspect of it is especially significant.

For the first time in years, the campaign, with the theme of "Time out for coffee," is being carried through as a united promotion by the producing countries and the United States trade.

Right now a top-level team is "barnstorming" the country to present the Pan-American Coffee Bureau's 1952 campaign to the trade in more than a dozen cities.

Carrying through this presentation are W. F. Williamson, executive vice president of the National Coffee Association, and Charles G. Lindsay, manager of the Pan-American Coffee Bureau. With them is Fred Baxter, of the Robert W. Orr Associates, Inc., the advertising agency handling the drive.

This kind of shoulder-to-shoulder effort by representatives of the producing countries and the United States trade is a happy development.

Speaking of anniversaries

Last month, on this page, we noted the fact that Coffee & Tea Industries, formerly The Spice Mill, has entered its 75th year of service to the coffee, tea, spice and flavor trades.


While we are at it, we'd like to note another anniversary. With this month's issue, Andrew Moseley rounds out a full five years of passing along coffee trade notes from Southern California.

Mr. Moseley is president of the Breakfast Club Coffee Co., Inc., in Los Angeles. Despite the fact that he is a busy executive, he nevertheless found time to do the trade notes, as well as his delightful reports on West Coast coffee conventions. And he did it purely as a labor of love!

In other parts of the country, similarly busy coffee executives take time out to keep the trade informed of happenings in their area.

Now, with the serious fire in his old plant and the purchase of new ones, Mr. Moseley will be too involved to continue the trade notes. Instead, they will be done, starting with the next issue, by Victor J. Cain, of W. J. Morton, Inc., president of the Los Angeles Coffee Club.

To all these selfless men, Coffee & Tea Industries and the trade as a whole are deeply grateful.

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In unexpected January sunshine, two and a half mile long "Take Tea and See" parade rolls through Stamford streets as 75,000 watch.

Stamford sparks "Take Tea Week"

Last month the tea industry, in cooperation with the producing countries, unleashed its heaviest barrage yet in a big push to increase tea drinking in the United States.

Bustling, progressive Stamford, Conn., became the scene of what was probably the biggest, and easily the most resounding, tea party of recent history.

On the fringe of New York City's suburban ring, yet a city with considerable industry and commerce of its own, Stamford was chosen by the tea industry as the base from which to launch national "Take Tea and See Week."

Stamford residents, led by Mayor Thomas F. J. Quigley, saw the occasion as an opportunity to have fun together, to celebrate—and to do some serious community work. Mayor Quigley signed a proclamation declaring January 18th-26th "Stamford Tea Week."

This was the go-ahead signal. Between the tea industry and enthusiastic Stamford citizens and officials, the city rolled happily into a week-long tea binge—while cameras ground away for television and newsreels, flashbulbs popped for newspaper pictures and microphones carried the doings to radio listeners.

Biggest and noisiest of the events was the rollicking two and a half mile long "Take Tea and See Week" parade, which brought 75,000 onlookers to the line of march.

Leading the procession were Mayor Quigley and the national Hot Tea Queen for 1952, pretty Maureen Ryan, chosen from a host of attractive Stamford lassies competing for the crown. Grand marshal was Daniel F. B. Hickey, chairman of the Mayor's Civic Development Committee.

Also in the parade were Connecticut's own Senator William Benton, representatives of India, Ceylon, Pakistan, Indonesia, and British Africa, and leaders of the Tea Association of the U.S.A. and the Tea Bureau.

As the king-sized procession waddled through the town, tea-sipping Stamfordites saw floats laden with beautiful girls, antiquated cars, jazz bands, clowns, animals, marching bands, celebrities and cowboys.

Stamford took to heart the words in Mayor Quigley's proclamation: "Whereas, tea, the world's most popular drink, has long been a part of the American heritage; and whereas, Stamford, Connecticut, one of the oldest cities in the United States, is rich in that distinguished heritage."

Excitement mounts as Stamford lasses vie for Hot Tea Queen crown

One of the events generating the most excitement was the choosing of the Tea Queen for 1952.

From pretty Stamford girls, the tea industry selected ten beautiful semi-finalists, and from among them, the lucky girl, Maureen Ryan. She was crowned by Mayor Quigley on Friday, January 18th, opening day of the tea festival.

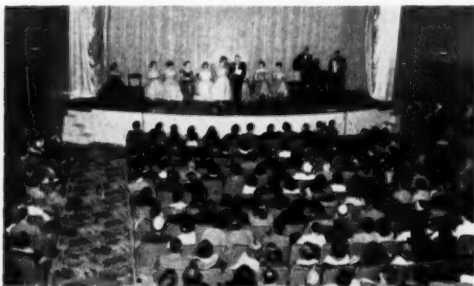
With the coveted crown and title Miss Hot Tea of 1952 received a wardrobe to be envied. It included: four glamorous gowns designed especially for her by Sylvan Rich, of Martini; a Cecil Chapman Teatime gown; three famous Emee

hats; a queen-of-hearts lapel watch designed for her by Otto Grun; a Barbara Carol knitted suit; Richelieu pearls; a Brilliant bathing suit; Wear Right gloves; Chevrete lingerie; Shalimar perfume; Ray Modes negligees; a John Robert Powers complete make-up set; Selby shoes; Holeproof hosiery; a Sadler teapot; a foundation garment by Treo; the Golden Teapot award; and modeling fees.

For a week before the queen was selected, the fineries were on display at C. O. Millers, Donna Henry's and the La Sarette Corset Shop, in Stamford.



These ten Stamford girls, here saluting "Take Tea and See Week," were semi-finalists in search for Miss Hot Tea of 1952. Queen contest stepped up city's alertness to tea long before "Week" itself arrived. Winner is in back row, fourth from left.



At crowded Ridgeway Theater, in Stamford, pretty Maureen Ryan is crowned Miss Hot Tea in opening event of week-long celebration. Each of the attractive semi-finalists was radio-interviewed from stage by WSTC master of ceremonies Bill Reynolds.



Seated on a throne of tea chests, 1952's Hot Tea Queen poses with coveted prizes she won along with crown. Awards included five gowns, three hats, lapel watch, knitted suit, pearls, bathing suit, gloves, lingerie, perfume—and Sadler teapot.



Golden teapot, one of her awards, is shown by Queen Maureen to admiring truckload of youthful Stamford skiers, members of local club. Young people were prominent in the tea events during week. Note pert slogan on side of truck: "Take tea and ski."



Workmen prepare "Famous Athletes Drink Tea" float for parade. Photo blow-ups show Joe Di Maggio, Babe Ruth, other top sports figures drinking tea. This truck, other rolling equipment in parade, was heavy-duty. Snow was expected, but sun beamed gently.

Crowds cheer producing country flags, bands, floats in tea parade

Even the weather favored the tea celebration. The week before the parade saw snow flurries, and the tea industry representatives sparking the arrangements prepared for the worst. Rolling equipment in the parade was heavy, some of it of tractor type, ready to push through snow, if necessary.

But Saturday dawned exceptionally mild and sunny for a Connecticut January, and the parade wound through Stam-

ford untroubled by obstacles other than those presented by the enthusiasm of the 75,000 residents who turned out to join in the fun.

The chief of police launched a "Drive Safely—Drink Tea" campaign. He arranged for posters bearing that legend to be plastered on every telephone post and traffic station in the city.

Boy Scouts and Girl Scouts started a house-to-house can-



Color guard of U. S. Army Reserve carries flags of the tea producing countries. Behind is Alice in Wonderland tea-party float.



Perched on tea chest throne, Hot Tea Queen Maureen is flanked by pretty escort. Later, Mayor Quigley gave her key to city.



At reviewing Stand, Anthony Hyde (left) president of Tea Bureau, greets representatives of tea producing countries.



Hoboken, N. J., band steps smartly ahead of huge Lipton Tea truck, from same town.



From English sports car, White Rose Tea's own queen, high school girl Judy Brant, throws roses—1,000 white ones—to people.



At reviewing stand on steps of Stamford's City Hall, dignitaries watch as parade passes through narrow lane left by jam of onlookers. In the reviewing stand were prominent figures, including Connecticut's Senator William Benton, Stamford's Mayor Thomas F. J. Quigley, Ceylon's Ambassador C. G. S. Corea, and Daniel F. B. Hickey, chairman of the Mayor's Civic Development Committee, who was grand marshal. Friendliness in Stamford during week was akin to friendliness of tea, Mayor Quigley said.



Young folk, from teen-agers to small fry, were eager participants, onlookers. These hot-rod enthusiasts throttled down speed, but not enthusiasm, for celebration.



World's Champion All Stars — Little League, that is — on truck float that carried them in parade. Clowns, animals, celebrities marked Stamford procession.



Young audience gazes awestruck as Mutual Network's cowboy star, Bobby Benson, rides white horse in "Ta'e Tea and See Week" parade. Full-size cowboy trails after.

Civic clubs, schools, restaurants, groceries join to mark "Tea Week"

vass, collecting tea from Stamford housewives to give to war refugees in South Korea. They had a trade pledge that the amount of tea they collected would be matched by the tea industry and turned over for distribution in the war-torn land.

Busses, sanitation trucks and other fleet vehicles bore "Take Tea and See Week" placards as they rolled through Stamford streets long before the opening of the event.

At a packed meeting of Stamford's four service clubs—the Rotary, Lions, Kiwanis and Exchange—Ambassador C. G. S. Corea pointed to the larger factors in the drive for more tea consumption.

Asia had the manpower and the natural resources to sup-

port her teaming millions, but lacks the industrial capacity and the technical know-how at the present time," he said. "Only an organized program to spread this knowledge from the United States and other United Nations industrial areas will overcome militant Communism."

After his talk, Ambassador Corea was presented the key to the city by Mayor Quigley.

Restaurant operators went the whole hog; on Tuesday, January 22nd, all tea served in Stamford eating places was "on-the-house."

In Stamford schools tea brewing demonstrations were arranged and entertaining, educational tea films and talks were presented to assembly sessions.



In movie house lobbies in Stamford, like this one, hot tea was served without charge to willing, smiling patrons.



At a meeting of a women's club in Stamford, tea leader Robert Compton shows pleased members pictures and background material on tea. A brief talk on the beverage was also presented, one of many activities before civic groups in the city.



Grocers tied in with heavy window and floor displays, like this island in the First National Store in Ridgeway Center.



Before student assembly at the Rogers Junior High School, Thomas J. O'Rourke, of the Aldine Paper Co., manufacturers of tea bag paper, points up basic facts on importance of this beverage to world economy and to East-West relations.



In restaurants, luncheonettes, as in this Pennsylvania Drug store, hot tea was served free. Note back bar strips.



Mayor Quigley lauds tea at crowded luncheon meeting tendered Ceylon's Ambassador C. G. S. Corea by four service clubs. From left: Daniel F. B. Hickey, Anthony Hyde, Ambassador Corea, Rotary president Matt Talor, 1952 Hot Tea Queen Maureen Ryan.

COFFEE & TEA INDUSTRIES and The Flavor Field



Tea tricyclist serves hot tea, free, to pretty Stamford pedestrian. Tricyclists roamed city, serving tea to all comers.



In factories and offices in the city, tea was served to workers. Here Yale & Towne employees pause for hot tea pick-up. Beverage was served from placarded tractor trucks which carried dispensers to workers at their benches.

Merchants and manufacturers, through the Stamford Merchants Association, the Chamber of Commerce and the Manufacturers' Council, put real support behind the tea program. Grocery stores, restaurants and shops all over the city were filled with tea merchandise—tea bags, "tea" shirts, tea-colored products—in short, anything and everything having to do with tea.

Tea was dispensed from roving tricycles to everyone on the streets; the tea was hot, hearty and free of charge.

In Stamford, certainly, consciousness of hot tea is today on a higher level than ever before. As the press, radio and television carried the news of the events to the rest of the country, a similar tendency was encouraged everywhere.

Throughout the nation, as part of "Take Tea and See Week," trade advertising, grocery merchandising and restaurant tie-ins were stepped up to new highs.

Mid-year tea industry meeting set by association for May 1st

A midyear industry meeting and get-together has been approved by the board of directors of the Tea Association of the U.S.A.

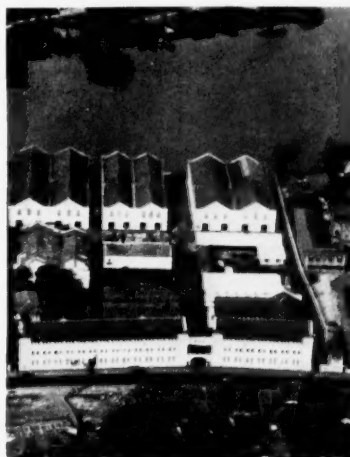
Plans call for the event to take place May 1st in the Terrace Room and Grand Ballroom of the Plaza Hotel, New York City.

A luncheon session will get underway at noon, followed by a 2 to 4:30 p.m. business meeting, winding up with a cocktail and reception lasting until 6:00 p.m.

The tab for the entire event will be \$10 per person, it was indicated.

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**Brazil's tea sales up
60% in two years;
reach \$540,000 in 1951**

How a small but concentrated promotional campaign expanded Brazil's tea market in the United States some 60 times in less than two years is disclosed in a survey by the Brazilian Government Trade Bureau.

The survey disclosed that when the Trade Bureau's promotional campaign began in 1949, United States imports of tea from Brazil were valued at less than \$10,000 a year.

As effects of the campaign began to be felt in 1950, tea

sales by Brazil to this country increased approximately 15 times to a value of \$147,500.

In 1951, with awareness of Brazil's tea spreading among U. S. buyers, exports to the American market came to a value of approximately \$540,000.

The significant factor in these sales on a market never before penetrated was the fact that purchases of Brazilian tea increased some 5,500 per cent in the same two years when U.S. imports of tea from the main suppliers were tending to decline, the Trade Bureau declared.

U.S. total tea imports in 1951 were approximately \$41,000,000—imports from Brazil were thus more than 13 per cent of the total, against less than .03 per cent in 1949.

A new tea treatment and classification plant has been set up by the Agricultural Cooperative Society of Cotia.

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Tea trends in Calcutta

By J. P. H. BENT

This summary of trends in tea marketing is from Mr. Bent's report as chairman of the Calcutta Tea Traders Association to that organization's recent annual meeting.—Ed.

Part 1

1951 would be memorable if only because it witnessed the resumption of the London auctions on the termination of 11 years of block purchasing by the British government.

Producers have always shared the general view of the trade that it would be in the best interests of the industry for the London auctions to receive adequate support. The United Kingdom is our best customer and it is sound sales practice to offer some of our teas in our customers' own territory, instead of expecting him to come and buy on our own doorstep. If we in North India had a monopoly of production we might be able to call our own tune, but there are other competitors for the London market and we cannot, therefore, afford to neglect it by failing to keep it adequately supplied with North Indian tea.

This policy does not in any way conflict with the ambition to make Calcutta one of the world's largest tea marketing centers, which it undoubtedly is already. There is, however, always the danger to which the poor support given to the auctions in October and the beginning of November bore witness, of the market receiving supplies in excess of the buyers' powers of absorption.

I have no doubt that the experience gained will in future be used to ensure, as was the case in former years, that the Calcutta and London markets are complementary to each other.

The fear was expressed in London that 1951 might show a marked falling off in shipments to Britain. This fear no doubt sprang from the belief that the price ceiling would deter producers from sending their better teas to London, when more remunerative prices could be obtained in Calcutta, and while this may have to some extent been the case at the beginning of the season, it is interesting to note that up to December 7th 11,300,000 pounds more of new season's tea had been shipped from Calcutta to the U. K. than was shipped to the corresponding date the year before. Moreover, certain of the Lon-

don buyers have shown little inclination to take advantage of the disparity in prices to buy in Calcutta even when it has seemed definitely profitable to do so.

This increase in shipments has undoubtedly been due in part to a more regular flow of chests from the tea districts, which this year's absence of natural calamities and of political incidents has enabled the steamer companies to maintain with their customary efficiency.

This improved despatch position has also been reflected in the very large sales which Calcutta has had to handle this autumn. The manner in which the warehouses and the brokers have coped with the problems of organizing sales of this magnitude with inadequate warehouse accommodation deserves the highest praise.

Warehouse space

We are still without the new sale tea warehouse, the completion of which cannot be expected before the end of 1952, while the alternative accommodations at Brooklyn and Hoboken, which will be offered to buyers with the view to releasing space at Kantapukur to supplement the sale warehouse, have not yet been made fit for occupation.

It is, therefore, no wonder that the congestion in the tea transit sheds during September assumed such proportions that the inland steamer company was obliged to restrict bookings to 10,000 and later to 6,000 chests per day. A meeting of the various interests concerned was called by the chairman of the Central Tea Board to discuss ways and means of speeding up the flow of chests through the transit sheds, and I am pleased to be able to record that these have had some effect, and recently the steamer company was able to raise the limit on bookings to 15,000 chests per day.

While it may suit some buyers for prices to fall, wide and disturbing fluctuations in prices during a season must be detrimental to the best interests of sellers and buyers alike. It seems probable that the big distributors in the U. K. will not carry the same large stocks as they did before the war and it may, therefore, suit their book, as well as that of those buyers in this country who cannot afford to buy against future orders, if sales were spread more evenly over a longer period each year.

This might, of course, entail some restriction of despatches from the tea gardens, which no doubt the ware-

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Tea Movement into the United States

(Figures in 1,000 pounds)

	Nov. 1950	Dec. 1950	Year 1950	Jan. 1951	Feb. 1951	Mar. 1951	April 1951	May 1951	June 1951	July 1951	Aug. 1951	Sept. 1951	Oct. 1951	Nov. 1951	Dec. 1951	Year 1951
Black																
Ceylon	2,748	2,104	44,266	1,878	2,125	2,991	2,900	2,597	2,309	2,787	3,432	1,924	2,209	1,784	2,457	29,394
India	5,119	3,228	41,678	4,719	2,894	4,090	4,460	5,888	2,233	909	930	1,613	2,175	1,422	3,090	33,328
Formosa	845	450	4,556	136	236	253	366	197	284	260	187	135	208	133	193	2,587
Java	365	397	8,206	595	583	844	774	549	552	605	865	375	881	319	578	7,519
Africa	1,149	873	6,933	886	450	714	717	715	684	652	462	242	191	148	15	5,906
Sumatra	61	10	952	55	200	196	29	20	75	65	161	134	43	49	37	1,065
Congo	8	31	93	12	6	4	15	2								37
Misc.	249	149	1,127	31	52	21	69	27	205	42	55	29	29	12	4	575
Green																
Japan	256	66	4,523	16	27	267	98	8	193	460	720	569	384	52	144	2,906
Ping Sney	37	4	106	84	22					1						165
Misc.	55	55	442	15	1	17	10	32			23	7	51	24	5	286
Oolong																
Formosa	179	4	544	7	41	11	25	26	21	1			8	5	58	236
Canton	12	13	163	11	7	18	21	6	5	1	6	3	3	3	21	106
Sentil Cam	15	7	180	11	10	36	21	6	1	3	3	2	2		2	97
Misc.	3		15			11									3	14
Mixed																
Misc.	20	6	137	5	10	20	15	2	9	4	3	1	3	1	4	84
TOTALS	11,109	7,395	113,811	7,460	6,667	9,432	9,518	10,075	6,571	5,787	6,847	5,034	6,185	3,952	6,618	113,811

Figures cover teas examined and passed; do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

house authorities, and possibly the steamer companies, might welcome as leveling out the peak period of movement, but it would mean that sellers would have to wait longer for their money. But even if they had to wait an extra two months to sell the second half of their crop,

the loss of interest is not likely to amount to more than about one-fifth on an anna per pound, and it seems that it would be well worth incurring this charge on part of the crop, if thereby an adverse fluctuation in price could be avoided.



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**Tea's Dorothy Schneider wins
CPS award as top-level secretary**

Dorothy Schneider, executive secretary of the Tea Association of the U.S.A. and secretary of the Tea Council, is one of three New York secretaries to receive a CPS (Certified Professional Secretary) Certificate. These certificates, the first ever issued, have been awarded to only 62 secretaries in the United States. They are an employer's guarantee that the secretaries who hold them are qualified to fill top level positions in their field.

The certificates were presented to Mrs. Schneider—and the other New York secretaries—at the monthly dinner meeting of the New York Chapter of the National Secretaries Association by Agnes Petersen, president of the New York Chapter, and S. L. Hooper, an executive of Remington Rand, Inc.

The CPS program was launched with a 12-hour test covering skills, techniques and basic knowledge of six phases of secretaryship. Those receiving certificates are required to pass all parts of this certifying examination.

Mrs. Schneider considers the CPS Certificate a morale-booster. "My job is unique," she explained, "in that there are very few trade associations in the country with women executive secretaries. I am therefore constantly



Mrs. Dorothy Schneider

aware that I am in a position usually entrusted to a man. Winning a CPS Certificate and knowing that I have successfully met a standard of achievement has given me greater self-confidence in handling my job."

A resident of New Dorp, Staten Island, Mrs. Schneider was educated at Port Richmond High School, Cornell University, and the Drake Business School. Before coming to the Tea Association she worked for the Grange League Federation as secretary to the purchasing agent, and for the Maxwell House Tea Division of General Foods as secretary to the plant manager and assistant director of personnel.

Her duties as executive secretary to the Tea Association are many and varied: from administering all policies laid down by the Board of Directors to collecting and disbursing funds and supervising other office personnel. She is also responsible for all activities in connection with the annual meeting and three-day convention. In addition she drafts monthly newsletters to members, issues special bulletins when necessary, and represents the organization at official functions.

**Halloran reports on India, Ceylon
trip to New England Tea Trade Club**

John F. Halloran, of the Salada Tea Co., Boston, who returned recently from a six month's trip to India and Ceylon, reported on his tour to a meeting of the New England Tea Trade Club.

He illustrated his talk with Kodachrome slides made during his extended trip to Colombo, Calcutta and many tea gardens in North and South India and Ceylon.

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Member: Tea Association of the U. S. A.

Canadian tea trade in powerful three-month tie-in drive with grocers

Tea Bureau field men, backed by several hundred tea packer and allied food distributor salesmen, are on the loose all over Canada armed with grocery store selling weapons in support of a high powered press and radio advertising and publicity drive.

The new merchandising "blitz" campaign, known to the public as "Tea Times"—moved into high gear in Toronto, Montreal, Vancouver and New Westminster before spreading out to all the major cities in the country over a three month period.

Capitalizing on the success and popularity of cooperative merchandising—related food item selling in which one product helps to sell another—The Tea Bureau, backed by the entire tea trade and allied industries, is "moving in" on grocers in some 58 cities from coast to coast.

The campaign, designed to increase the sale of tea, biscuits, cakes, bread and the many other food items consumed with tea, is the result of successful smaller campaigns carried out by the Bureau since the war. So evident did the potentiality of related item selling become, it was decided to put all other activities aside for the three-month period and concentrate only on this cooperative merchandising campaign.

The merchandising blitzes, or "Tea Times," are being spearheaded by Bureau field men on a rigid schedule up

to mid-April. Active cooperation of tea packers and allied food distributors has been assured. Personal contact is being made with thousands of grocers.

In addition to regular newspaper and radio advertising, additional tea time advertising is being carried out in every "blitz" city while the campaign is underway there.

Morton Adams named grocery merchandising manager of Tea Bureau; Baxter joins Orr

Morton Adams has been appointed grocery merchandising manager of the Tea Bureau, Inc., it was announced by Anthony Hyde, the Bureau's president.



Morton Adams

Mr. Adams, who has an extensive background in merchandising and advertising, for formerly account executive on the A & P account at Paris and Peart, the advertising agency. Before that he was advertising and promotion manager of the Welch Grape Juice Co. He has also been associated with the Flexnit Co., the Keystone Broadcasting System, The New York World Telegram, The J. P. Kane Advertising

Agency and the Ross Federal Research Corp. He is a graduate of the University of Pennsylvania.

Mr. Adams replaces Fred A. Baxter, who resigned as the Tea Bureau's grocery merchandising manager to accept a position as a merchandising executive with the Robert W. Orr Associates, Inc.

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Packaging



Brighter in color, easier to identify, more compact, more sanitary — these are among gains achieved by redesign of Tender Leaf Tea package line. New tea bag package (right) is 25 per cent smaller than old (left). Name is changed from "tea balls" to "tea bags," price spot is more prominent, size identification is easier, lettering is more modern, flap is sealed but opens easily.

Tender Leaf Tea's new packages

Standard Brands Incorporated has announced that its entire Tender Leaf Brand Tea package line, made up of 12 consumer cartons, has been redesigned and improved. Both Tender Leaf Tea and Tender Leaf Tea Bags are now being offered in packages that are much brighter in color, easier to identify and more compact and sanitary, according to William Reilly, product manager.

Without changing the number, size or shape of Tender Leaf Tea Bags, all six tea bag packages are now about 25 per cent smaller than formerly. Engineers for the company effected these changes by producing a smaller size bag-covering envelope, which Standard Brands says is exclusive with Tender Leaf. The new packages also carry a picture and message on the top of the consumer tea bag cartons which push the bag-covering envelope.

Mr. Reilly explained that space in warehouses and on the grocer's shelf will be saved by the smaller containers. Grocers can now stock as much as 60 per cent more total tea bags in the same space, which cuts down the number of times necessary to refill shelves. The number of bags per unit of shelf space is now much larger, Mr. Reilly said, although this is not fully realized simply by the comparison of the sizes of the cartons. Through the smaller cartons, the dead space often left by the larger ones can now be utilized.

As for the lettering of Tender Leaf, it, too, has been modernized while retaining the familiar white on red, but the coloring of the black tea packages has been changed from a deep to a bright red. The green tea packages remain green and white. Color problems formerly met with have been eliminated, Mr. Reilly continued, through new color methods.

Inks used on the new packages are odorless, an important factor when the container holds tea. Although odorless inks were available before, the new methods lick one of the biggest problems connected with them—adequate and consistent control of the color.

More prominent price spots and size identification are other features of the new Tender Leaf packages, and brewing instructions for both hot and iced Tender Leaf appear on each one under the heading, "To make good tea the steps are 3." Each step illustrated, with tea pots on the

loose tea packages, cups on the tea bag containers.

The brewing instructions, which follow the jingles the Tea Council used in its promotions last year, read:

1. Have the water for your tea boiling, boiling merrily.
2. A teaspoon for each cup and one for the pot. Add water boiling hot.
3. Don't skimp the time in which you brew it. Three minutes or more—no less will do it.

P.S. For iced tea, use half again as much tea and plenty of ice.

On the tea bag packages, the instructions read, "A tea bag for each cup."

The new packages are completely sealed, which means that no dust or dirt can get inside while the packages are in transit or on the grocer's shelf. This also does away with pilfering, which often happened with the old tea bag containers, which were easily opened.

Here again, this sealing development represented a knotty research problem. Although it was determined that sealing was advantageous, it was also advisable the adhesion be such that the housewife would be able to open the package readily, without having to tear it apart. The solution to this problem represents a new combination of materials, methods and equipment.

The sealing machine, for example, is itself a new kind of unit.

Supplying the cartons is the Ohio Boxboard Co., which played a pivotal part in helping develop the new package, altering the package line and recommending some of the equipment.

The cartons are formed and, after the filling, are sealed in a continuous operation. The carton forming and sealing machines are Package Machinery Co. units.

The solution is a sealed package, yet one which the housewife can open easily. She can, moreover, easily close it again by tucking in the flap.

The package sizes include 8, 16, 48 and 100 bag black tea cartons, 16 and 48 bag green tea cartons, 1 3/8 ounce, 1/4 pound, 1/2 pound and 1 pound black tea packages, and 1/4 and 1/2 pound green tea packages. There has been no change in size of the latter packages.

Packettes

Events

Stress production, merchandising at Packaging Show

Production and merchandising subjects will receive major emphasis at the 21st annual Conference on Packaging, Packing and Shipping, held concurrently with the National Packaging Exposition, it was announced by the American Management Association.

The conference will be presented April 1st to 3rd, with the exposition remaining open for a fourth day, April 4th.

Both events will be held in the Public Auditorium, Atlantic City, N. J.

PMMI to hold semi-annual meet March 30th-31st

The Packaging Machinery Manufacturers Institute will hold its semi-annual meeting March 30th and 31st, 1952, at Hotel Dennis, Atlantic City, N. J., according to announcement by G. Radcliffe Stevens, president of the Institute.

Hotel Dennis will be PMMI headquarters during the Packaging Exposition, which opens at the Atlantic City Auditorium on April 1st.

Swartz heads Can Manufacturers Institute

Newly elected president of the Can Manufacturers Institute is Richard P. Swartz, president of the Crown Can

Co., Philadelphia. He succeeds Ralph C. Rosecrance, of the J. L. Clark Manufacturing Co., Rockford, Illinois.

H. Ferris White, executive vice president of the Can Manufacturers Institute, and Clifford E. Sifton, secretary and treasurer, were both reelected for the coming year.

Harold H. Joeger continues as director of CMI's marketing bureau.

People, firms

Continental Can announces personnel shifts

The Continental Can Co. recently announced the appointments of E. W. Freeman, B. B. Gordon and J. DeBlick to new positions in the organization, according to C. W. Crabtree, manager of manufacturing for Continental's eastern metal division.

E. W. Freeman, who was manager of Continental's plant in Passaic, N. J., and has been with Continental since 1920, is now on special assignment in the eastern division.

He is being replaced as plant manager by B. B. Gordon, formerly assistant plant manager at Passaic, with Continental since 1927.

Mr. Gordon's former position is being filled by J. DeBlick, who was foreman of press department, also at the Passaic plant.

Materials, Supplies

Government ends glass container order

With the production of glass containers at an alltime peak, NPA has scrapped Order M-51, prohibiting new designs in glass containers and establishing simplified container styles.

Stokes and Smith hold national sales meeting at plant

The Stokes and Smith Co., a subsidiary of the Food Machinery and Chemical Corp. held a two day sales conference recently at its plant in Philadelphia.

The meetings were headed by Carl E. Schaeffer, general sales manager, and William R. Huguenin, plant manager.

Among the principal speakers on the program were Charles H. Nitsch, chief engineer; S. T. Brinton, packaging sales; S. E. Child, paper box sales; J. R. Sonneborn, in charge of service and personnel; and Oliver Martin, chief accountant.

Food Machinery and Chemical Corporation has made two staff appointments to the personnel of its newly acquired subsidiary, Simplex Packaging Machinery, Inc., of Oakland, California. The appointees, William A. Wolff and M. William Smith, assumed their new duties as works manager and Northern California sales representative, respectively, on January 1st.

Simplex Packaging Machinery, Inc., is a leading manufacturer of bag-making machinery for packaged food products and other items. The company will be operated as an integral part of Stokes and Smith, the combination making a national packaging machinery division for the Corporation.

Added to Tea Association roster

Added recently to the membership rolls of the Tea Association of the U.S.A. was the Andrus Scofield Co., Columbus, Ohio.

MAPLEAROME

Imitation
Maple Flavor
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...Produced mainly from
materials of vegetable
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Maple Flavor Base is a dependable reproduction of the aroma of
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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Spice publicity in action

By M. F. CORIO, Chairman, Publicity Committee
American Spice Trade Association

A short time ago the attention of the American Spice Trade Association was forcibly drawn to a situation which was bad for the trade. Imitation pepper had begun to take the place of natural pepper on restaurant tables in alarming quantities. What to do about it? Men conferred, committees met, all types of action were planned.

Suddenly, out of the welter of activity appeared a slogan. It was simple:

"Pinch a Penny, and Spoil a Steak!"

Seven words said all we wanted to say, and from that point on our course was clear. Memos went out to restaurant trade associations, releases were distributed to trade publications, in some cases personal letters were sent to important restaurateurs.

The reaction was immediate. Restaurant, hotel and resort owners recognized the futility of saving on pepper and ruining good and expensive food. Grinders began to report a return to the purchase of natural spices. Big restaurant chains ordered their managers to dump the imitation pepper. The owner of a chain of internationally known hotels wrote to thank the association for calling this to his attention.

Now a follow-up is going out. It consists of a card with actual samples of natural and imitation pepper stapled to it and a block of copy which tells the difference.

This is a typical example of the American Spice Trade Association's publicity program in action. It is direct. It tries not to waste words or money.

In 1952 the association is proud to be launching the most extensive public relations program in its history. From a standpoint of dollars and cents, it is a budget that would be considered "small" by many industries. From a standpoint of effectiveness we would match it against budgets many times its size.

How is it done? Simply by the desire on the part of an active association to get the job done, coupled with members who are willing to work, coupled with a public relations and publicity organization which is willing to work along with us as part of the team.

For one thing, we don't buy a "pig in the poke." Our plan and budget for the year are worked out painstakingly in advance by the publicity committee and our public relations counsel, and approved by other committees where necessary, and finally by the board of directors. That "plan" is our blueprint for the year, and it is not arrived at without careful consideration of every idea and every penny.

Our campaign is divided into two phases, since our in-



ASTA food consultants set up nutmeg meringue rings for a picture for a newspaper syndicate article. Work began in test kitchen.

dustry is set up that way. First is the package or consumer campaign, second the bulk campaign.

Recipes are the heart of our consumer program. Our theory is to get as many spice recipes as possible into as many kitchens as possible through as many media as possible. Publicity Associates, the agency we retain, has the facilities for originating and testing recipes, and for developing food photographs which are offered to newspapers, syndicates, supplements and magazines. We send out monthly releases with a photo offer. Both our "pick-ups" on our own releases, and our placements, are kept at a high rate through constant origination of good and useable ideas.

Several years ago we hit upon the "spice of the month" idea. Basically, this was an effort to select from the large number of commercial spices, seeds and herbs one per month on which to draw our bead, instead of scattering our shots. Because repetition palls in the publicity business, we scrapped the "spice of the month" title long ago. This year it's "Spice for Flavor." But we still use the techniques developed for the successful "spice of the month" program, and each month send to editors and food technicians a sample of the spice we are discussing. The results of this simple idea are quite amazing. In some cases, natural spices have been used in commercial foods because the technician happened to have some cin-

(Continued on page 59)

Balanced program planned for FEMA's 1952 convention at Edgewater Beach Hotel

A balanced program is now in preparation for the 43rd annual convention of the Flavoring Extract Manufacturers Association of the U. S., to be held May 25th-28th at the Edgewater Beach Hotel, Chicago.

At its last meeting in New York City, FEMA's board of governors approved a business program designed to meet the needs of management, sales and production personnel.

Leading personalities from various industries served by the flavoring trade will speak. These men will include representatives of the candy, dairying, baking and grocery trades, among others.

The program will also feature a discussion by the Quartermaster Corps concerning flavor requirements for the Armed Services. Other officials will tell the flavoring manufacturers the latest status of regulations on pricing, wages and hours and other vital business regulations.

In addition, ample provision is being made for entertainment, with events already planned including a golf outing, two cocktail parties, a cabaret night and the annual banquet.

One of this year's unusual features will be a chemists' breakfast at which technical personnel from the industry will assemble to discuss various aspects of the business, with special emphasis on the FEMA research program under the supervision of the scientific research committee.

On the convention committee are Ed Heinz, of the Food Materials Corp., chairman; Chris Christensen, Chas. Pfizer & Co.; William B. Durling, Wm. J. Stange Co.; William F. Hottinger, Bowey's, Inc., and S. M. Kleinschmidt, Liquid Carbonic Corp.

Hotel reservations for the convention period may be made now directly with the Edgewater Beach Hotel in Chicago.

Passing of R. Gordon Smith, president of Seeley & Co., mourned by flavor trade

R. Gordon Smith president of Seeley & Co., Nyack, N. Y. manufacturers of flavoring extracts, died at his home at the age of 64.

Born in Spottswood, N. J., he was a graduate of Rutgers University. He was formerly associated with the Monsanto Chemical Co., St. Louis, and was superintendent of production of the Antoine Chris Co., extract manufacturers of Delawanna, N. J., before coming to Nyack 30 years ago to head Seeley & Co.

Surviving are his wife, Mrs. Augusta Smith, a son, Charles B. Smith; a daughter, Mrs. Malinda Smith Arnold; a sister, Mrs. Edna Smith Newhall, and three brothers, James Herbert Smith, Everett Groff-Smith and Wilton Smith.

Pickle school set for February 19th-21st

Michigan State College's Technical Pickle School is being held this year on February 19th, 20th and 21st, in the new Kellogg Continuing Education Building at the college, built especially for this kind of work.

In charge of the school is Professor F. W. Fabian.



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For use in any preparation where spices are utilized. Instructions for utilization in pickling, meat, sausage and other industries submitted upon request.

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Send for your copy of our latest catalog... It is educational

Clove oil in price squeeze

GCPR ceilings threaten
clove oil distillation industry
in this country — unless
OPS grants price relief soon

Clove trees on Zanzibar. With bumper crop last season, outlook for 1951-52 is none too bright.



The story of cloves has written one of the most fabulous and exciting chapters in the history of the world, recalls D & O News, house organ of Dodge & Olcott, Inc., New York City essential oil, vanilla, flavor base and aromatic chemical house. From the first days of discovery of the clove tree by Portuguese explorers scouting the island of Amboyna in the Molucca group, its story can be traced in the rise and fall of empires, intrigue, privateering and not a little bloodshed.

Cloves, the dry unopened buds of an evergreen tree, are a rich brown color and have a flavor that is strong, pungent and sweet. It was the quest of this flavor, so new and exciting in the monotonous diets of Europeans during the Middle Ages, that actually instigated the fabulous spice trade which rose to such tremendous heights in the 16th to 18th centuries.

In 1605 the Portuguese were ousted from the Moluccas by the Dutch, who straightaway destroyed the clove trees on all islands except Amboyna, thus creating for themselves a complete monopoly of the spice trade.

It was not until much later that the French navigator Poivre succeeded in bringing the clove tree to Reunion Island and Mauritius, breaking the Dutch monopoly and paving the way for extensive growing efforts wherever climatic and geographical conditions make it possible.

Actually very few localities in the world have all the necessary requisites for successful clove cultivation. The tree grows best in low altitudes and must have a moist, warm, equable climate and fairly consistent rainfall. Although the clove trees frequently attain a height of 30 or 40 feet, and an age of 100 years, the natural seedlings and young plants are sensitive and delicate. Extreme care must be exercised in handling, planting and transplanting—and they will not survive drought. Trees usually begin to bear in the seventh year.

Today the islands of Zanzibar and Pemba supply more than 80 per cent of the world's demand, while Madagascar, their only real competitor, has a very small output in comparison.

Cloves are hand picked, and harvesting the unopened flower is very carefully done, the top branches being reached either by long poles or from ladders. After pick-

ing, the cloves are spread on mats to dry for six or eight days, during which time they turn from green to reddish-brown and lose fully half their original weight.

Clove oil, so very important today, is obtained from distillation of these buds.

One illustration of the importance of the tree in earlier days was the practice in the Moluccas of parents in planting a clove tree when a child was born. If the tree was destroyed they believed that it portended doom for the child.

In another historic reference, Chinese books dating back to the third century B.C. recorded that officers of the court were required to hold cloves in their mouths when addressing the sovereign.

The acute scarcity of clove oil that was first experienced by consumers in the latter part of 1951, unfortunately is expected to continue throughout the new year with higher prices forecast.

To understand the reasons for this condition it must first be recognized that the clove market is primarily controlled by the factors affecting the crop of the Zanzibar Protectorate. Actual consumption of cloves has increased so enormously in the last year or two that Zanzibar's record crop of over 20,000 tons for the season July, 1950-June, 1951, was easily disposed of. The larger part of this demand originated in the Far East, where cloves are finding extensive use as cigarette tobacco flavoring. The exceedingly heavy purchases of Singapore, Indonesia, and India have been mainly responsible for the sharp advance.

In view of the increasing world demand, and the fact that the present crop will be small, which is normal following a bumper yield, it seems sound to assume that the outlook for Zanzibar cloves for 1952 is none too bright.

In Madagascar, annual clove production averages approximately 2,000 tons. The crop for 1952 is estimated at between 1,000 to 1,500 tons and will have little effect on the price structure. It is, in fact, usual for Madagascar cloves to follow closely the price pattern of the Zanzibar product.

To assure consumers of high quality, uniform merchandise, distillation of clove bud oil in the United States was begun by Dodge & Olcott about 100 years ago. Today

Exciting flavors are the foundation for exciting sales



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All purpose flavors, extremely powerful . . . For high quality flavoring at very low cost.

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D&O improves on nature with these highly concentrated, top-notch imitations of natural fruit flavors available in 20 popular flavors. All color derived from the natural fruit.

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True fruit flavors, reinforced with other natural flavors. Particularly useful for fountain syrups, pectin jellies, cream centers, icings and ice cream.

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Natural extractives fortified with synthetic aromatics, especially useful where very high temperatures are employed.

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Especially designed for flavor manufacturers of all types of household and bottlers' flavors and concentrates.

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there are not more than a half dozen large distillers in this country, D & O declares.

In spite of the rapid advance in price of the imported spice, well bought inventories enabled most distillers to offer clove oil within GCPR ceilings for eight to ten months. By early fall, however, many were sold out and were compelled to withdraw from the market because O.P.S. refused to recognize this very sharp price advance, almost 300 per cent. Based on the current market price of clove spice, clove bud oil should be priced at \$5.75 to \$6.00 per pound.

Unless price ceiling relief is authorized by O.P.S., this small American industry is in danger of being destroyed. American consumers will be compelled to accept the product of foreign distillers of unknown quality and pay \$6.00 or more per pound under import price regulations.

The only beneficiaries in such circumstances would be the European distillers, who must import the spice from Zanzibar and Madagascar as do American essential oil distillers. American labor and American apparatus will lie idle.

All consumers of this important flavoring oil are urged by D & O News to write their senators and representatives in Congress, calling attention to the situation and recommending price relief action by O.P.S. to assure a continuous supply of clove oil of American distillation.

It is expected that all clove oil distillers have, or will, file an appeal with O.P.S. for price relief.

In the meantime the clove, whose coveted flavor built empires and navies and fortunes in the past, adds a new, modern, chapter to its ancient, colorful history.

Morehouse improves its mills for processing mustard and pepper sauces

Morehouse Industries, Los Angeles, has announced improvements in the design and operating features of their SS-25 and SS-205 high speed vertical stone milling equipment, designed for processing all types of prepared mustard, pepper sauces, and other condiments.

The improvements are important from the viewpoint of capacity, it was explained. The 20 H. P. Model SS-205 has a plant-proven capacity of up to 2,000 gallons per eight hour day. The 10 H. P. Model SS-25 has a plant-proven capacity of up to 800 gallons per eight hour day.

The Carborundum Co., in collaboration with Morehouse Industries, has successfully developed several types of non-contaminating stones for the manufacture of prepared mustard, it was also reported. These stones are seven inches in diameter and have a surface area of approximately 38 square inches.

A set of stones comprising a rotor and stator weighs approximately six and three-quarter pounds and never requires dressing, as they are self-sharpening.

All the moving parts in the mill proper are contained in one easy removable assembly. The shaft, on the top of which the rotor stone revolves, is splined at both ends, is supported by two thrust bearings, and is connected to the motor by a flexible coupling to insure the positive radial alignment that makes fine grinding possible. The flexible coupling also prevents thrust loads being put on the motor.

McGlynn elected head of Essential Oil Association for 1952

George H. McGlynn, vice president and treasurer of Magnus, Mabey and Reynard, Inc., prominent since 1895 in the manufacture of essential oils and related products, was elected president of the Essential Oil Association of the U. S. at that organization's recent 24th annual meeting at the Savoy Plaza, New York City.

Mr. McGlynn has been associated with Magnus, Mabey and Reynard, Inc., for 32 years.

Unless unforeseen developments occur, the essential oil industry should enjoy a prosperous year, Gerard J. Danco, retiring president, told the meeting.

The activity should be accompanied by a return to normal prices for most commodities, plus a normal increase in volume in line with the general trend of business, he added.

"The past year," said Mr. Danco, "brought about quite a variation in the prices of certain imported essential oils, such as citronella Java, which went from a high of \$2.90 a pound in the beginning of the year to a low of 65 cents at the end."

Waldo Reese, of Van Ameringen-Haebler, Inc., was elected vice president of the association, and Pierre J. Coutin, vice president of Roure-DuPont, Inc., was reelected secretary-treasurer. The organization's managing director is Ray C. Schlotterer.

Dr. Eric C. Kunz, of Givaudan-Delawanna, Inc., chairman of the association's scientific section, reported on the progress made by the group over the past year.

Spice publicity in action

(Continued from page 55)

namon on his shelf at the time he was developing the new idea.

The sampling program is being widened this year to include home economics teachers who will receive each month a demonstration recipe card with a sample of the spice stapled on the card.

We are hitting the schools this year with another technique—filmstrips. We will make and distribute to home economics teachers two 50-frame filmstrips, one on the background of spices and one on the use of spices.

Because our members cooperate, we are using another technique which is proving to be highly successful. Women's clubs need speakers. Why not speakers on spices? Our publicity counsel wrote a "Spice Speakers' Manual," outlining sample talks, sample introductions, anecdotes, gimmicks, jokes, and a streamlined public speaking course which starts off by saying: "Public

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speaking is easy," and then goes ahead to prove it.

The result of these talks is a personal contact between our association and the women who buy our products. All it costs is time, and while it is not productive of the "circulation" we can get in other ways, it is a captive-audience technique whose value is far greater than any possible substitute.

The campaign against imitation pepper is part of our bulk program for this year. Publicity, advertising and convention exhibiting will be linked in an effort to reach the bulk field—commercial food processors, bakers, etc. Our publicity material will largely be based on the results of our research program. Our modest advertising program will include monthly "Fact of the Month" ads in six trade publications carefully selected to reach the audience in which we are interested. We are also developing an attractive booth and working out details for exhibiting at one or more conventions this year.

Annual spice dinner

That round-up just hits the high spots of this year's spice publicity program. One old faithful has been left to the last—namely, our annual spice dinner. Each year we wonder how it is possible to dream up an affair which can be as good as the last. Yet each year they seem to get better and better.

These dinners combine good fun and a publicity story in a carefully-worked-out package. Imagination and talent run riot in every phase of this affair, from the design of the invitations to the exquisite food. Some consider this dinner a luxury, yet it pays for itself in publicity and earns a bonus in goodwill. Even the menus have become collectors' items and are, according to the magazine, Direct Advertising, "Superb examples of good typography."

Any small trade association or firm interested in solving its own public relations problems, but is afraid of the expense—or even of the unknown quantities of public relations itself—may take heart from the fact that the American Spice Trade Association's program started as an embryo and has been slowly and continually feeling its way into adulthood.

"On our way!"

Some businessmen are suspicious of public relations and publicity. Such programs, they feel, are hard to understand—they are often intangible—they are a long-term investment and foreign to the man who wants quick results.

The whole development of this program can be directly attributed to the farsightedness of a few members of the trade, who carried on under a deluge of cynicism and criticism from all directions. Their conviction that a sound public relations program would eventually achieve desirable results, together with the creative and inventive genius of the public relations experts we retain, is the foundation of today's program.

Since the inception of this program, under the direct supervision of members of the association, one firm has handled the execution and expansion entirely. The success of our publicity program is certainly the success of this one firm, Publicity Associates, Inc.

Actually, we are still in midstream. There are many ideas we haven't tried, and much we still have to learn and plenty of internal public relations we have to accomplish, but we are on our way—and it's a good feeling!

A sound merchandising program

(Continued from page 15)

consumer in attractive packages.

The contribution made by appealing labels and containers to overall movement from the retailers' shelves should never be overlooked. A comparison of eye appeal achieved by your product and by competitive brands in your market may clearly demonstrate the need for a thorough going job of "plastic surgery"—or maybe only a "face-lifting." It is usually possible to retain, or even emphasize, label identity and trade name good will while "sprucing up" the package. A relatively small amount of concentration on this subject, plus discussion with the firm's advertising agency, will in almost all cases point up areas of possible improvement.

As a primary step to development of an effective marketing program, it is also necessary to study both sales policies and advertising and promotion policies of the firm.

Retailer aid

The matter of sales policies must include the degree of cooperation and help given to the merchant. From his own observations, the writer thinks many companies would be chagrined to discover what their customers really think of them and their salesmen. In some cases a company will have disproportionately high sales in an individual market or group of markets, the result of friendship developed by the salesman through years of helpful selling service designed not to put merchandise on the merchant's shelf but to move merchandise off. The individual brand featured by markets is more often than not determined by just such factors—the amount and value of sales help given to a retailer.

Other elements to be considered in connection with sales policies are pricing, display arrangement, merchandising suggestions and an evaluation of sales personnel.

Thoughtful analysis of a firm's advertising and promotion policies must include the relative degree of vigorousness in the competition engaged in by the company, as well as the type of advertising and promotion work being done by it. The two forms of advertising normally used can be briefly categorized as product advertising and brand name goodwill advertising. Whether done through direct or participation type advertising, results can usually be broken down in this manner and can then be further broken down as to objective and accomplishment.

A good many firms, if not most of them, should analyze their own programs to see whether they might not be better

off trying to create greater usage of their product generally, and their own brand in particular, rather than directing their entire effort to convincing consumers their brand ought to be purchased instead of someone else's.

Constructive possibilities in increased consumption should certainly not be ignored. It is normal and certainly desirable to stress the ways in which your particular brand excels at meeting the consumer's desires. However, a straight program devoted to either price cut advertising, which eliminates profit margins, or to using less and less of your product as opposed to using more of somebody else's can lead only to disaster.

The normal aim of a sound program should be obtaining a larger percentage of an ever-increasing market. While this is obvious, it is overlooked so often it should be given solid, conscious thought by top management.

While analysis of the company's secondary market areas will follow similar lines, it should include analysis of areas not well covered, and the degree of coverage, as well as a special analysis of the relative cost of serving the so-called secondary type of markets. It would be extremely helpful to determine what volume of sales is required to make each market a profitable one. Then the company can decide whether to take the actions required to bring the market into a profit position or whether to divert money and effort from that target to other areas, where more success may be anticipated.

To present flavor course at Polytechnic Institute

To meet the specialized needs of the engineers and chemists employed in New York's broad food products industry, the only comprehensive course given in this area covering the methods and principles used in the addition of flavoring to food will be presented this spring at the Polytechnic Institute, Brooklyn.

The course, "Technology of Food Flavors, Colors and Synthetic Additives," is being offered in alternate years under the auspices of the department of chemical engineering. It is one of three courses dealing with food products given at the Institute.

The course is taught by Dr. Morris B. Jacobs, chief organic chemist in the research laboratory of the New York Department of Health and an adjunct professor of chemical engineering at Polytechnic. He is the author of "Synthetic Food Adjuncts" and editor of the three volume treatise "Chemistry and Technology of Food and Food Products."

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New York News

■ ■ Maybe because it was a heartfelt thing, it was an occasion we'll remember—the dinner tendered to Ed Aborn last month by the New York Coffee Roasters Association.

Handsomely done in the Jade Room of the Waldorf-Astoria, the dinner was in recognition of Ed's election to head the National Coffee Association.

Simon Auslern, president of the roasters' group, once again displayed his knack for finding just the right words to fit the moment. He pointed out the services rendered to the coffee industry over the years by Ed Aborn in his work on NCA's brewing committee and other committees, and in the New York Coffee Roasters Association, of which he is a past president.

Then, on behalf of the roasters' organization, Simon presented to Ed a bronze scroll plaque as a token of appreciation for these tireless efforts.

We can't recall seeing Ed as deeply moved as he was by this presentation; nor a group of roasters as touched as was this gathering by Ed's simple and sincere acknowledgement.

Arrangements for the dinner event, which went off both pleasantly and efficiently, were handled by John Mazzei and Harold Hanson.

Later in the evening the group elected its officers for the coming year.

Simon Auslern, who heads the Sabrosa Coffee Co., was re-elected president. Fred Kohn, of the Old Dutch Coffee Co., Inc., was held over as vice president. David Rossman, of David Rossman Inc., was named treasurer. William H. Keigler,



Auslern, Aborn and the plaque.

of Albert Elders, Inc., was elected secretary.

This slate, voted unanimously, was presented by a nominating committee comprising John Mazzei, chairman, Robert Sasseen and Kenneth Fisher.

■ ■ S. F. Pellas has announced the opening of a new office of S. F. Pellas, Inc., at 120 Wall Street, with Hamilton W. Nolan in charge. Mr. Pellas is president of the corporation and Mr. Nolan is vice president.

■ ■ Add to your roster of green coffee firms Hendrickson & Kammer, with offices at 101 Front Street. The principals are Nelson B. Hendrickson and George Kammer. A well known figure in green coffee circles, Mr. Hendrickson has been associated with outstanding Front Street companies for many years.

Also a veteran coffee man, Mr. Kammer was formerly vice president of the Epkens, Smith Co., Inc., with whom he had been associated most of his career.

■ ■ Hendryk S. Weeks, better known to his friends on Front Street as Hank, is shifting his activities for the Grace Line to Lima, Peru, where he will assist Moses Wall, who is in charge of the line's branch in that country.

Hank sails in mid-February on the Santa Cecilia, and with him goes his wife and 18-month old son. He wants to thank his friends in the coffee trade, especially those he is not able to see personally before leaving because of the pressure of preparing for the move.

Taking Hank's place as the Grace Line's representative to the coffee trade here is Roger R. Daugherty, who has been with the firm for five and a half years.

■ ■ In town for a brief visit was Victor J. Cam, of W. J. Morton, Inc., Los Angeles. President of the Los Angeles Coffee Club, Vic is going to step into Andy Mosley's shoes as Southern California correspondent for Coffee & Tea Industries, formerly The Spice Mill. Andy, however will continue his inimitable reports on coffee people at the conventions—an arrangement highly agreeable to Vic, to ourselves and, we're sure, to our readers.

■ ■ George Witt, of the National Tea Packing Co., Inc.,—formerly the National Uni Bag Co.—has been down in Florida recuperating from a recent illness. From what we hear, he's doing nicely, thank you.

■ ■ Norman Lander, of Standard Brands' Front Street tea office, is on a leave of absence to join the Armed Forces.

The trade extends its best wishes to him!

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San Francisco Samplings

By MARK M. HALL

■ ■ As of the date of these interviews with the coffee trade in San Francisco, including green men and roasters, there is a mixed reaction to the present situation, but not altogether a happy one.

One coffee man said he was thoroughly confused. A green man said it is more difficult to buy than to sell; it is dull and one can't get any offers. Some importers, having a long position on Colombians, are not rushing to sell. The rise in coffee prices has caused a heavy buying of spots, and other green men say they are out of "afloat" coffees.

The arrivals of Centrals into the market will not relieve the situation. It seems apparent here that the Brazilians—and other coffee countries, too, for that matter—are going to try to make our ceilings their floor.

Above ceiling quotations on futures in Brazil are not thought to be in quantity, but it is not believed that this country will yield to foreign pressure to have the ceilings removed. In fact it was ventured by one green man that a positive declaration to this effect by the government might cause a drastic drop

in prices.

There is no shortage of coffee for the immediate future. Brazils are the only coffees at ceilings today. Colombians and Centrals are available, but it is expected that they will eventually reach their ceilings. Why should our government risk disaster to the coffee business by allowing prices to go above these points? It is a fast-changing situation, and a tough one.

Another difficulty bothering green men are their own ceilings, which often vary from the general average at the time they were set. It is possible that a certain importer, who made a relatively low price at the time ceilings were determined, now finds he has difficulty in competing with prices hovering at the ceiling for Colombians and Centrals.

A brokerage firm handling futures on the Coffee Exchange suggests that now is the time for roasters to purchase supplies on a hedge basis. With prices at the ceilings for Brazils, and futures within a few points, the basis for that operation seems favorable. This is also assuming that the government will stand by its ceilings and there is no need to buy against a rising market

over ceilings. There is still mixed opinion on the use of these operations in this section, however.

■ ■ The meeting of the Western States Tea Association last month at Gino's gave the new officers of the association an opportunity to preside. They are Carl Corey, of Standard Brands, president; Bob Manning, of Mannings, Inc., vice president; and Jim Mahoney, of the G. S. Haly Co., secretary, treasurer and also editor of the monthly report. Carl Corey looks forward to a useful year and plans to have a number of important speakers address the men.

The bulletin of the association announced that Paul Mitsch, after many years in the tea business is leaving and will enter another line. The boys will miss him.

Congratulations were extended Mr. and Mrs. Ray Mason, of M.J.B., on the arrival of a baby boy.

■ ■ John Siegfried, of Irwin-Harrisons-Whitney, Inc., who has a son-in-law, Earl Early, a prisoner in a North Korean camp, announced that his daughter, Mary, had received mail from him in the form of a Christmas card. It carried a personal message, and the handwriting was authentic. Last June they received a formal letter bringing the news that Earl was a prisoner, but the last communication confirms it.

■ ■ Paul Ahrens, who only recently returned from Japan for his firm, Irwin-

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Newly elected officers of the Western States Tea Association: Left, President Carleton E. Corey, Center, Vice President Robert Manning, Right, Secretary-Treasurer J. Mahoney, Jr., who succeeds Paul Mitsch.

Harrisons-Whitney, Inc., and expects to go back after a trip East, had a few words to say on Japan. It is a very different country now than it was during the prewar days. They have taken on new ideas, prices have gone up, helped by the large expenditures of the American Army, and wages have followed. This increased buying by the natives has increased domestic consumption of tea until the foreign buyer has to pay the price or go without. Inflation and spending of American dollars has therefore made for difficulties in doing a tea export business.

The Japanese people are very grateful for the treatment accorded them by the American army and government, and have made it very pleasant for anyone living there.

The future of the green tea business is up to the distributors in this country. The question is, can they meet the problems which have arisen as a result of the rising living standards of the Japanese and the consequent increased absorption of green tea in the Orient.

■ ■ S. F. Pellas, of the S. F. Pellas Co., San Francisco, announces the opening of S. F. Pellas, Inc., New York City, under the management of Hamilton W. Nolan as vice president. He had previously been representing the local company as an individual broker. Mr. Nolan has had long experience in the coffee business. He was formerly buyer for the Nestle Co., and was also with J. Aron and the California Packing Corp.

Dick Wear, of S. F. Pellas Co., San Francisco is on his way to Brazil on a business trip and will then go to the New York office to assist Mr. Nolan. Before he left, however, his engagement to Miss Nancy Kincard, employed by the San Francisco office, was announced. She has been with the company for some years, and is a graduate of the University of Montana.

■ ■ The local trade is sympathizing with E. C. Ramsey, of the Caswell Co., on the loss of his daughter, Mrs. Gene Montague, after a long illness. She leaves a son.

■ ■ John Mack, of the E. B. Ackerman Co., Inc., Los Angeles, which represents Nauman, Gepp & Co. in that city, was a recent visitor here at the office of Jack Horning, of the latter company. They were the guests at the University Club of Peter Folger

and James DeArmond, of J. A. Folger & Co. Also in the party was John Geiger, son of the recently retired Doctor Geiger, of the San Francisco Health Department.

■ ■ Jack W. Schimelpfenig, of S. L. Jones, recently returned from a trip to Brazil, where he probably picked up a great deal of information on the local situation, but you will have to talk to him about that.

■ ■ W. J. Rowe, of S & W Fine Foods, is the proud grandfather of a baby girl born January 9th and weighing eight pounds, nine ounces. The father, incidentally, is Bill Rowe, local manager of the Bunge Corp. The wife, Nancy, is doing well. While grandfather Rowe is having most of the fun with the child, he is modestly not taking all the credit.

■ ■ Milan G. Stanisich was a recent visitor to the office of George Theibach. This gentleman is over 80 and is still going strong, drinking good coffee, no doubt. George's roasters turn out a brand, known as Golden Eagle which he sells to Slavs and Serbs in San Francisco and vicinity.

■ ■ Wallis Riese recently severed his connections with A. Schilling & Co., after many years as their coffee and spice buyer. He is very highly thought of by the trade, but as yet has made no announcement as to future plans. He is succeeded at Schillings by Ray Graham, formerly plant manager of the spice department, and Warren Clute, formerly assistant in the coffee department.

■ ■ J. L. Castleman has become a member of the staff of the local office of Ruffner, McDowell & Burch, Inc. He was formerly with the Weldon H. Emigh Co.

■ ■ Coffee imports into San Francisco for November, 1951, were 13,535 tons; December, 8,392 tons. The total for 1951 was 138,620 tons and the total for 1950 was 124,919 tons. 1951 was the all-time peak year for coffee imports through the Harbor of San Francisco.

St. Louis

By LEE H. NOLTE

■ ■ E. R. Nolte, of the Nolte Brokerage Co. has been installed as president

of the St. Louis Food Brokers Association.

The other officers are vice president, Carl Hoffman; secretary, Al Becker, Jr.; treasurer, James Macnaughton, Jr.; directors, Roy Arata, A. L. Riedinger, E. F. Jones, J. D. Stoddard.

Our best wishes go to all of the officers for a very successful year.

■ ■ The annual Christmas party given by the St. Louis Coffee Club at the Sheraton Hotel proved to be a big success, a fine crowd of about 40 couples attending. There were plenty of nice attendance prizes, so all the ladies went home very much pleased, and a good time was had by all.

As usual, Billy Shields put in his appearance and everyone was happy to see him. Since retiring from the David G. Evans Coffee Co., he is in the soap business, "coming clean" with his sons, who are partners in the business.

■ ■ The Hixson Coffee Co. is planning an aggressive sales campaign for coffee during 1952. J. Foley, sales manager, says all forms of advertising media will be used.

Southern California

By ANDREW S. MOSELEY

■ ■ Again, rather shy on notes this month.

■ ■ Some coffee plant deals in Southern California make last month exceptional in that respect, for this area.

■ ■ The Lingle Bros. Coffee Co., Los Angeles, has taken over the Dalton Bros. Coffee Co. in Long Beach.

■ ■ In Los Angeles, Breakfast Club Coffee, Inc., purchased the machinery, merchandise, trucks and routes of the Allison Coffee Co., in connection with that firm's restaurant and institutional trade. An Eastern home service company is taking over the retail end of the Allison business, the house-to-house trade.

■ ■ Mr. and Mrs. C. W. Allison, owners of the well-known and long-established Allison Coffee Co., have been in business for about 30 years, both of them working practically side by side, a novelty in itself. They will carry with them, when they retire, the best wishes of a host of friends in the trade.

New Orleans Notes

By W. McKENNON

■ ■ The trade concedes that business was slightly better last month than at the end of 1951. Although activity has not been brisk, it has picked up somewhat.

■ ■ W. L. Carter, secretary of the New Orleans Board of Trade, announced at the annual meeting of the organization here recently that 1951 was one of the most successful years of the 63-year-old organization. W. C. Englishbee said the remodeled New Orleans Board of Trade building would open in February. A new skylight arrangement has been substituted for the glass dome and the main roof has been renovated. Other features are a new board of directors' room, general office, recreation room, kitchen and patio. The cost will approximate that of a new building, said Mr. Englishbee, chairman of the executive committee for remodeling.

■ ■ The New Orleans Board of Trade elected W. C. Englishbee, vice president of the Ruffner, McDowell & Burch, Inc., president for 1952. Mr. Englishbee succeeds Harry X. Kelly of the Mississippi Shipping Co.

The other officers for 1952 are A. C. Coker, first vice president; C. A. Nelling, second vice president; and B. C. Pitts, third vice president.

Members of the board of directors for the 1952-53 term are Erling Foyen, W. J. Gamacheau, Jr., C. A. Garie, H. R. Graf, J. N. Jackson, E. F. LeBreton, A. G. Peyrefitte, E. R. Richeson, J. R.

Sareussen, E. V. Schafer Sr., Harold Scherer, O. C. Stein and E. D. Wingfield.

■ ■ Bates Smith, of the Interstate Coffee Co., Augusta, Georgia, with Mrs. Bates, visited in New Orleans recently and called on the trade.

■ ■ David Kattan is in Honduras for a short business visit.

■ ■ John Creamer, of the Trico Coffee Co., accompanied by Mrs. Creamer, visited New Orleans during the holiday season.

■ ■ Fred Delamain, of J. Aron & Co., Inc., recently made a business trip through the Midwest.

■ ■ Members of the trade are congratulating Robert Welcker, of Otis McAllister here, on his recent marriage to Jeanne M. Giese, of Chicago. The wedding was in Chicago but the young couple will make their home in New Orleans.

■ ■ Mr. and Mrs. G. E. McCaskey were happy hosts to their children and their families recently. Guests included Dr. and Mrs. George E. McCaskey, Jr., of New Orleans, and Mr. and Mrs. Gifford L. Wilson, of Wichita Falls, Texas.

■ ■ J. S. Timlin and John Lala are on an extended business trip through Texas, Oklahoma and other points west in the interests of the Mississippi Shipping Co.

■ ■ Sunny Westfeldt has an especially broad smile these days, since the birth of his son, Thomas Dugan Westfeldt.

■ ■ J. S. Levy, sales manager for J. Aron & Co., Inc., will be away from the office for several weeks on a business trip.

■ ■ Lavon Boyles, of the Boyles Coffee Co., Laurel, Miss., with Mrs. Boyles, visited New Orleans and attended the Sugar Bowl football game here.

■ ■ R. M. Nash, of Nash and O'Brien, is spending some time at their New York office.

■ ■ Lawrence Fischer, of the Atmore Coffee Co., Atmore, Alabama, visited New Orleans and attended the Sugar Bowl game with Mrs. Fischer.

■ ■ Emile Klump, of the Mobala Coffee Co., Mobile, Alabama, and Mrs. Klump were in New Orleans recently on a short vacation trip.

■ ■ Austin O'Brien, of Nash and O'Brien, has returned to the New Orleans office after a stay in New York.

■ ■ The general offices of the Standard Fruit and Steamship Co. have been moved to the Standard Fruit Building, 944 St. Charles Avenue, at Lee Circle, P.O. Box 830, New Orleans 2, La.

Denver

By F. TUPPER SMITH

■ ■ It is with regret that we advise of the death of H. Paul Smith, of Fort Worth, Texas. He was a brother of F. Tupper Smith, Smith Bros. Brokerage Co., Denver. Paul Smith was general agent of the Seaboard Air Line Railroad, having headquarters in St. Louis. He had retired only a month before his death, to make his home in Fort Worth.

■ ■ Robert Powell, of E. A. Johnson

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& Co., San Francisco, was a Denver visitor recently, calling on the trade in the interest of his firm.

■ ■ W. B. Rowe, of the Bunge Corp., San Francisco, made his initial trip to Denver last month, calling on the members of the coffee industry.

■ ■ J. D. Murchie, of Murchie's Teas & Coffees, was given a wonderful two-page write-up in Vancouver's leading newspaper. The story dealt with the family's early days in tea and coffee and of the development of the business to what it is today.

W. H. Malkin is one of the companies associated with the Winnipeg firm, which is taking an important interest in teas and coffees and has far-reaching plans for this development of its Western Canadian trade in those lines. Mr. Govan said that, at this time, any announcement would be premature.

Chicago

By JOE ESLER

■ ■ The coffee trade was shocked to hear of the sudden death of Fred Allain, salesman for Tom McRath & Co., coffee brokers. He was identified with the Chicago coffee trade for many years. Wife, four daughters, two sons, survive. His father, Fred Allain Sr., also survives.

■ ■ Joseph R. Rich has returned to Thomas J. Welb Co., as assistant to Thomas Webb Sexton, president of the company.

■ ■ The Chicago Coffee Association was host to the members and the coffee trade last month at the Sherman hotel. President Edward Aborn and vice president Williamson came on from New York. F. A. Baxter of Robert Orr and C. G. Lindsay were also on hand for the dinner and the presentation of 1952 coffee advertising campaign.

■ ■ Many friends of Alex MacNaughton, treasurer of the Chicago Coffee Club, will be pleased to hear he has recovered from pneumonia which kept him confined in the hospital recently.

■ ■ The Chicago mourns the death of Clifford W. Gaylord, president of the Gaylord Container Corp.

■ ■ Many friends of Tupper Smith, well known Denver coffee broker, will be pleased to hear he has recovered from his recent illness.

■ ■ Edwin J. Spiegel has been elected president of Gaylord Container Corp. Joseph M. Arndt, vice-president directing sales, has been named to the executive committee. Mr. Spiegel has been vice-president and treasurer since 1937 and will continue to serve as treasurer as well as president.

■ ■ National Retail Tea and Coffee Merchants convention and exposition will be held at the Edgewater Beach hotel June 8th through 12th. The exhibitors who have shown their wares before and are associate members have a thirty day option on renewing their space for the 1952 show.

■ ■ Jewel Tea Co. is urging their route men to observe a speed of thirty-five miles in order to assure safety.

■ ■ Forty members of the sales staff of the Continental Coffee Co. met at the Morrison hotel last month. Walter Belinkey, general sales manager presided.

Vancouver

By R. J. FRITH

■ ■ Al Davis, supervisor of the wholesale organization marketing Lipton's teas in British Columbia, returned to the Vancouver offices following a sales conference at the company's head offices in Toronto. At the same time, Frank Steele, manager, left Vancouver for Winnipeg on company business.

■ ■ The recent death of Ernie James Stinson, associated in recent years with World Brands, Inc., world wide marketing agency for Lipton Teas, saddened the trade here. It was less than a year that ago he retired on company pension, after many years of loyal service.

■ ■ Coffee price clerks in Vancouver, and likely the same thing is true of those everywhere else in Canada, are wearing their pencils to a stub trying to keep a balance between the rising price of the Canadian dollar and the declining price of the English pound sterling.

Coffees are bought basis New York. At times, or at least last year, the Canadian dollar was hovering around 90 cents. In January of this year, it was at so close to parity with the U.S.A. dollar that the differential meant nothing. And on teas, Canadian buyers figure in English pounds. Late quotes on those also upset price clerks' figurings.

But it is all straightening out. New purchases of coffees, soon to start in Vancouver, at least, will be virtually on a basis of the Canadian dollar at par. Teas should cost Canadian buyers less, the pound being down. We will know more of the general price level when this spring's buying of both teas and coffees is under way.

■ ■ F. R. Pritchard, who was manager of the Nelson branch of the W. H. Malkin Co., Ltd., has passed on. He was up there for more than 20 years and did a lot to increase the tea, coffee, spice and extracts business in that part of British Columbia.

■ ■ L. Kern Pegg, who founded the flourishing Vancouver Supply Co., Ltd., a generation ago, is dead. He was 63. President of his company, he was also president of the Western Wholesale Grocers' Association. He is survived by three sons who are active in the business, his widow and one daughter.

■ ■ A. M. Vickers, field supervisor of World Brands, Ltd., distributors of Lipton Tea in British Columbia, has resigned to take a position with another firm. He is succeeded in the Vancouver office by Ken Clarke, who becomes field supervisor in British Columbia. Mr. Clarke was formerly with the Winnipeg office of the firm.

■ ■ Early in January one of the leading retail tea firms in town cut tea prices by four cents, and this cut was immediately followed by a similar reduction by a Canada-wide department store chain. Then others followed the lower price line, but it did not seem as though there would be any further reductions.

■ ■ Walter Saunders, of Whittall's, Ltd., Colombo, was calling on friends in the tea trade here. He told them he could see no reason to expect easier prices in primary markets in either Ceylon or India.

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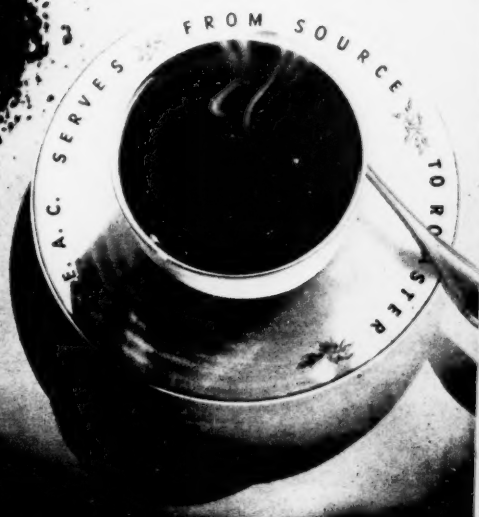
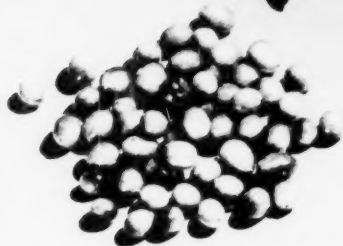
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